

Bachelor of Arts in Journalism & Promotional - Journalism Sequence

NEW FALL 2014

First Year

Fall Semester				Spring Semester			
	Credits	Major	Gen Ed		Credits	Major	Gen Ed
ENG 101 English I	3		W/C	ENG 102 English II	3		W/C
Math Quantitative Literacy	3		M/QL	Math Quantitative Literacy	3		M/QL
ASC 101 Introduction to University Life	1		Intro	Natural Science Elective	3		NS
Foreign Language Requirement (If needed)	4		CLASS	Natural Science Elective Lab	1		NS Lab
COM 101 Principles of Communication	3	X	SS	Com 224 Fundamentals of Journalism & Promotion	3	X	
				Foreign Language Requirement (If needed)	4		Class
<i>Semester Total</i>				<i>Semester Total</i>			
	14				17		

Second Year

Fall Semester				Spring Semester			
	Credits	Major	Gen Ed		Credits	Major	Gen Ed
Natural Science Elective	3		NS	Social Science (outside the US/ALAAME)	3		SS
Social Diversity Elective (AA)	3		DIV-AA	Social Diversity Elective (US)	3		DIV-US
Arts and Humanities (outside the US/ALAAME)	3		A&H	COM 226 Mass Media and Society	3	X	
Arts & Humanities Elective	3		A&H	COM 303 Communication Inquiry	3	X	
Com 225 Media Writing	3	X	WAC	COM 326 Advanced Reporting	3	X	WAC
<i>Semester Total</i>				<i>Semester Total</i>			
	15				15		

Third Year

Fall Semester				Spring Semester			
	Credits	Major	Gen Ed		Credits	Major	Gen Ed
WAC/SPAC Elective	3		WAC	COM 358 Media Law & Ethics	3	X	
Com 335 Multimedia Story Telling	3	X		COM 425 Publication Design	3	X	
Com 347 Political Communication	3	X		COM Journalism Elective	3	X	
COM Journalism Elective	3	X		General Elective* 300/400	3		
General Elective* 300/400	3		WAC	General Elective* 300/400	3		
<i>Semester Total</i>				<i>Semester Total</i>			
	15				15		

Fourth Year

Fall Semester				Spring Semester			
	Credits	Major	Gen Ed		Credits	Major	Gen Ed
COM 427 Laboratory News Media I	3	X		COM 427 Laboratory News Media II	3	X	CAP
General Elective* 300/400	3			Com 363 Communication Production	1	X	
General Elective* 300/400	3			General Elective* 300/400	3		
General Elective*	3			General Elective*	3		
General Elective*	3			General Elective*	3		
				General Elective*	3		
Apply for Spring graduation prior to Sep 9th							
<i>Semester Total</i>				<i>Semester Total</i>			
	15				16		
<i>Credit Total: 122 (minimum 120 required for degree)</i>							

Assumptions: college-level readiness in MTH & ENG; no Foreign Language Deficiency

College/Program Notes: If the CLASS Foreign Language Requirement was fulfilled in High School, the 8 university credits listed here must still be taken in any subject in order to reach the 128 total credit hours required for the degree.

The plan above is a suggested guide to ensure that all General Education, College, University, and Major requirements are met within 4 years of study. Students may deviate from the suggested placement of Gen Ed courses, although the M/QL and W/C requirements should be completed during the first year of study.

*General Electives ensure that a student accumulates the minimum credit hour totals needed for graduation. Students must have a **minimum of 120 total credit hours**, of which a **minimum of 42 credit hours** must be upper division (300 or 400-level courses). Depending upon other elective choices made, students may not need as many general electives as indicated above, or may need additional electives.

University Notes:

Gen Ed Key:	SS = Social Sciences Requirement (2 courses, one of which must be focused outside the US**)
INTRO = Introduction to University Life Requirement (one course)	A&H = Arts & Humanities Requirement (2 courses, one must be focused outside the US**)
W/C = Writing/Composition Requirement (two courses; C or better required)	DIV = Social Diversity Requirement (2 courses; one US Diversity and one African American Exp.)
M/QL = Mathematics/Quantitative Literacy Requirement (two courses)	WAC/SPAC = Writing/Speaking Across the Curriculum Requirement (3 courses, one in the major)
NS = Natural Sciences (two courses, one of which must have a lab)	CAP = Capstone Requirement
** of the SS and A&H courses focused outside the US, one must be focused on Africa, Latin America, Asia or the Middle East (ALAAME)	

This information is provided solely for the convenience of the reader, and the University expressly disclaims any liability which may otherwise be incurred. This publication is neither a contract nor an offer to make a contract. While every effort has been made to ensure the accuracy of the information, the University reserves the right to make changes at any time with respect to course offerings, degree requirements, services provided, or any other subject addressed herein.

Bachelor of Arts in Journalism & Promotional Communication - Integrated Promotional Sequence

NEW FALL 2020

First Year

Fall Semester				Spring Semester			
	Credits	Major	Gen Ed		Credits	Major	Gen Ed
ENG 101 English I	3		W/C	ENG 102 English II	3		W/C
Math Quantitative Literacy	3		M/QL	Math Quantitative Literacy	3		M/QL
ASC 101 Introduction to University Life	1		Intro	Natural Science Elective	3		NS
Foreign Language Requirement (If needed)	4		CLASS	Natural Science Elective Lab	1		NS Lab
COM 101 Principles of Communication	3	X	SS	COM 224 Fundamentals of Journalism & Promotion	3	X	
				Foreign Language Requirement (If needed)	4		CLASS
<i>Semester Total</i>				<i>Semester Total</i>			
	14				17		

Second Year

Fall Semester				Spring Semester			
	Credits	Major	Gen Ed		Credits	Major	Gen Ed
Natural Science Elective	3		NS	Social Science (outside the US/ALAAME)	3		SS
Social Diversity Elective (AA)	3		DIV-AA	Social Diversity Elective (US)	3		DIV-US
Arts and Humanities (outside the US/ALAAME)	3		A&H	COM 226 Mass Media and Society	3	X	
Arts & Humanities Elective	3		A&H	COM 257 Principles of Public Relations	3	X	
COM 225 Media Writing	3	X	WAC	Com 260 Principles of Advertising	3	X	
<i>Semester Total</i>				<i>Semester Total</i>			
	15				15		

Third Year

Fall Semester				Spring Semester			
	Credits	Major	Gen Ed		Credits	Major	Gen Ed
General Elective	3			General Elective* 300/400	3		
WAC/SPAC Elective 300/400	3		WAC	Com 464 Media Metrics & Analytics	3	X	
COM 350 Persuasion and Attitude Change	3	X		COM 425 Publication Design	3	X	
COM 303 Communication Inquiry	3	X		General Elective* 300/400	3		
Com 335 Multimedia Storytelling	3	X		General Elective*	3		
<i>Semester Total</i>				<i>Semester Total</i>			
	15				15		

Fourth Year

Fall Semester				Spring Semester			
	Credits	Major	Gen Ed		Credits	Major	Gen Ed
General Elective* 300/400	3			General Elective* 300/400	3		
General Elective* 300/400	3			General Elective*	3		
Integrated Promotional Electives	3	X		General Elective* 300/400	3		WAC
COM 455 Communication Campaigns	3	X		COM 447 Promotional Production	3	X	CAP
General Elective*	3			Com 363 Communication Production	1	X	CAP
				General Elective*	3		
<i>Apply for Spring graduation prior to Sep 9th</i>							
<i>Semester Total</i>				<i>Semester Total</i>			
	15				16		

Credit Total: 122 (minimum 120 required for degree)

Assumptions: college-level readiness in MTH & ENG; no Foreign Language Deficiency

College/Program Notes: If the CLASS Foreign Language Requirement was fulfilled in High School, the 8 university credits listed here must still be taken in any subject in order to reach the 128 total credit hours required for the degree.

The plan above is a suggested guide to ensure that all General Education, College, University, and Major requirements are met within 4 years of study. Students may deviate from the suggested placement of Gen Ed courses, although the M/QL and W/C requirements should be completed during the first year of study.

*General Electives ensure that a student accumulates the minimum credit hour totals needed for graduation. Students must have a **minimum of 120 total credit hours**, of which a **minimum of 42 credit hours** must be upper division (300 or 400-level courses). Depending upon other elective choices made, students may not need as many general electives as indicated above, or may need additional electives.

University Notes:

Gen Ed Key:	SS = Social Sciences Requirement (2 courses, one of which must be focused outside the US**)
INTRO = Introduction to University Life Requirement (one course)	A&H = Arts & Humanities Requirement (2 courses, one must be focused outside the US**)
W/C = Writing/Composition Requirement (two courses; C or better required)	DIV = Social Diversity Requirement (2 courses; one US Diversity and one African American Exp.)
M/QL = Mathematics/Quantitative Literacy Requirement (two courses)	WAC/SPAC = Writing/Speaking Across the Curriculum Requirement (3 courses, one in the major)
NS = Natural Sciences (two courses, one of which must have a lab)	CAP = Capstone Requirement
** of the SS and A&H courses focused outside the US, one must be focused on Africa, Latin America, Asia or the Middle East (ALAAME)	

This information is provided solely for the convenience of the reader, and the University expressly disclaims any liability which may otherwise be incurred. This publication is neither a contract nor an offer to make a contract. While every effort has been made to ensure the accuracy of the information, the University reserves the right to make changes at any time with respect to course offerings, degree requirements, services provided, or any other subject addressed herein.