School of Journalism and New Media

Overview
Academics & Admissions
Programs
Minors
Courses
Faculty
Awards

Degrees Offered
The school offers a Bachelor of Arts in Journalism degree and a Bachelor of Science degree in Integrated Marketing Communications, as well as a minor in journalism. At the graduate level, the college supports a Master of Arts degree.

• B.A.J. in Journalism
  ❖ Accelerated Law (3+3)
  ❖ Emphasis - Journalism Broadcast
  ❖ Emphasis - Journalism News-editorial
  ❖ Specialization - Health Communication
  ❖ Specialization - Magazine Publish & Mgmt
  ❖ Specialization - Media Sales and Mgmt
  ❖ Specialization - Public Relations
  ❖ Specialization - Social Media
  ❖ Specialization - Sports Comm & Promotion
  ❖ Specialization - Visual Design

• B.S. in Integrated Mktg. Communications
  ❖ Accelerated Law (3+3)
  ❖ Specialization - Health Communication
  ❖ Specialization - Magazine Publish & Mgmt
  ❖ Specialization - Media Sales and Mgmt
  ❖ Specialization - Public Relations
  ❖ Specialization - Social Media
  ❖ Specialization - Sports Comm & Promotion
  ❖ Specialization - Visual Design

• M.A. in Journalism
  ❖ Track - Academic
  ❖ Track - Integrated Marketing Comm
  ❖ Track - Professional Journalism

• M.S. in Integrated Marketing Communicat
  ❖ Emphasis - IMC Online Only Program
  ❖ Emphasis - IMC Residential Program