School of Journalism and New Media

Overview
Academics & Admissions
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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