

Specialization - Media Sales and Mgmt

- [B.A.J. in Journalism](#)
- [Specialization - Media Sales and Mgmt](#)
- [Degree Requirements](#)

B.A.J. in Journalism Description

The school provides a solid foundation of reporting, writing, editing, intellectual training, and vision necessary for today's journalism. Degree candidates must complete an emphasis in either news-editorial journalism or in broadcast journalism. Students also may further specialize in magazine service journalism or in public relations.

Minimum Total Credit Hours: 124 General Education Requirements

The general education/core curriculum requirements for this program have a foundation in the liberal arts.

The courses include 6 hours of English composition: Writ 100 or Writ 101 and Writ 102 or Liba 102; or Engl 102; 6 hours of literature 200 level: Engl 221, 222, 223, 224, 225, 226; 9-12 hours (6 hours at the 200 level or above) of the same modern or ancient language: Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish, Latin, Ancient Greek; 3 hours of humanities to be chosen from African American studies, classical civilization, philosophy, religion, Southern Studies 101, 102, Honors 101, 102, Gender Studies 103, 201, 311, 390; 6 hours of social sciences, including Pol 101 and 3 credits from anthropology, economics, psychology, political science, or sociology; 3 hours of math: Math 115, 120, 121, 123, 125, 261, 267, 268; 6 hours of history; 9 hours of science: three science courses of which two must have labs, astronomy, physics, physical science, biology, chemistry, geology; 3 hours of fine arts: art history, Music 101, 102, 103, 104, 105; Dance 200; Theatre 201.

All journalism majors must also fulfill a diversity requirement by taking 3 semester hours in a course related to race, ethnicity, culture, gender, or religion. This course must be in addition to any class used to fulfill the school's humanities requirement. Courses must be selected from the following list or approved by the school's director of academic advising: African American studies (any course), gender studies (any course), Latin American studies (any course), anthropology (101, 301, 303, 307), Southern studies (303, 402), religious studies (any course), sociology (313, 325, 413), international studies (any course), or a study abroad experience.

Course Requirements

A B.A.J. degree requires 36 semester hours of journalism courses, including a core of the following courses: Jour 101, 102, 271, 375, 301, 371, 456, and 575. In addition to the core listed above, students must complete either an emphasis in news-editorial journalism or in broadcast journalism, plus additional specialization or elective courses in journalism to satisfy the 36-hour requirement. Journalism majors may take up to 52 semester hours of journalism courses.

Other Academic Requirements

Students must take a minimum of 72 hours in courses outside the major.

Students must purchase a school-approved laptop computer prior to enrolling in Jour 271. Specifications for the computer are posted on the school website.

A minimum grade of C is required in all journalism courses for students pursuing a major in journalism or a minor in journalism. A student may not enroll in a journalism course until a minimum grade of C has been obtained in prerequisite courses. No journalism course may be taken more than two times.

Specialization - Media Sales and Mgmt Description

A specialization in media sales and management prepares students for additional roles within media organizations, exploring business models and the fundamentals of management and entrepreneurial thinking as they relate to media entities.

Course Requirements

Students who wish to specialize in media sales and management should take Jour 386, 388, and one of the following: IMC 355, Spch 314, or an approved 3-credit sales internship (internship must be approved before it starts).

Degree Requirements

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to 1) change or withdraw courses; 2) change rules for registration, instruction, and graduation; and 3) change other regulations affecting the student body at any time.

B.A.J. in Journalism General Education

REQUIREMENT	HOURS	DESCRIPTION
First Year Writing I	3	Complete Hon 101 , Writ 100 or Writ 101 with a passing grade.
First Year Writing II	3	Complete one of the following courses with a passing grade: Liba 102 , Writ 102 or Hon 102 .
6 hrs literature survey	6	Complete 6 hours of literature survey with a passing grade. Choose from the following courses: Engl 220 , Engl 221 , Engl 222 , Engl 223 , Engl 224 , Engl 225 , or Engl 226 .
6 hrs modern/ancient language 200+	6	Successfully complete at least 6 hours at the 200 level or above in one modern or ancient language.
3 hrs humanities	3	Successfully complete 3 hours in one of the following areas: African American Studies; classical civilization; Gender Studies 103, 201, 333, 311, 390; philosophy; religion; or Southern Studies 101, 102.



REQUIREMENT	HOURS	DESCRIPTION
Pol 101	3	Complete Pol 101 with a passing grade.
3 hrs social science	3	Successfully complete 3 semester hours in anthropology, economics, political science, psychology or sociology.
3 hrs math	3	Complete at least 3 hours of Math no lower than Math 115 .
6 hrs history	6	Complete 6 hours of History (HIS) coursework with a passing grade.
9-12 hrs science	9	Complete 9-12 hrs of science coursework. Two courses must include labs. Courses may be chosen from the departments of Biology, Chemistry and Biochemistry, Geology and Geological Engineering, or Physics and Astronomy.
2 associated science labs	2	Successfully complete at least two science laboratory courses.
3 hrs fine arts	3	Complete 3 hours in the area of fine or performing arts. Choose from art history, music, dance, and theatre arts. Studio and workshop courses cannot be used to satisfy this requirement. Acceptable freshman or sophomore-level courses are: AH 101 , AH 102 , AH 201 , AH 202 ; Music 101, Music 102, Music 103, Music 104, Music 105; Dance 200; and Theatre 201.
Diversity course	3	All journalism majors must also fulfill a diversity requirement by taking 3 semester hours in a course related to race, ethnicity, culture, gender or religion. This course must be in addition to any class used to fulfill the school's humanities requirement. Courses must be selected from the following list or approved by the school's director of academic advising: African American Studies (any course), Gender Studies (any course), Latin American Studies (any course), Anthropology (101, 301, 303, 307), Southern Studies (303, 402), Religious Studies (any course), Sociology (313, 325, 413), International Studies (any course).

Major Requirements

REQUIREMENT	HOURS	DESCRIPTION
Jour 101 - C min	3	Complete Jour 101 with a grade of C or better.
Jour 102 - C min	3	Complete Jour 102 with a grade of C or better.
Jour 271 or 272 - C min	3	Student must complete either Jour 271 or Jour 272 with at least a grade of C.
Jour 301 - C min	3	Complete Jour 301 with a grade of C or better.
Jour 371 - C min	3	Complete Jour 371 with a grade of C or better.
Jour 375 or 376 - C min	3	Successfully complete Jour 375 or Jour 376 with a grade of C or better.
Jour 456 - C Min	3	Complete Jour 456 with a grade of C or better.
Jour 575 - C min	3	Complete Jour 575 with a grade of C or better.
Journalism residency hrs - C min	12	Students must earn at least 12 hours of their major courses in residence with a grade of C or better in each course.
Overall Major GPA		Please contact your academic advisor for grade point requirements.
Resident Major GPA		Please contact your academic advisor for grade point requirements.
Emphasis required		Students must complete an emphasis chosen from: Multimedia News Reporting, Political & Social Justice Reporting, TV & Video Storytelling, or Visual Journalism.

Specialization - Media Sales and Mgmt

REQUIREMENT	HOURS	DESCRIPTION
Jour 386 - C min	3	Complete Jour 386 with a grade of C or better.
Jour 388 - C min	3	Complete Jour 388 with a grade of C or better.
3 hrs elective - C min	3	Complete one of the following with a grade of C or better: IMC 355 , Spch 314 , or an approved 3-credit sales internship (internship must be approved before it starts).

