

## **Specialization - Media Sales and Mgmt**

- [B.A.J. in Journalism](#)
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### **B.A.J. in Journalism** **Description**

The digital media landscape is ripe with opportunity, and the Bachelor of Arts in Journalism immerses students in the breadth of digital knowledge to prepare them for new and emerging journalism and media roles. The program provides a solid foundation for those interested in video or multimedia storytelling, reporting for digital, broadcast or print news organizations, sports journalism, or magazine media. The emphasis of the major is on strategic and problem-solving skills that will serve graduates throughout their digital media careers.

Students seeking the B.A.J. will complete a core of six fundamentals classes that focus on delivering experiential learning opportunities, which will enable students to choose an area of emphasis that's right for them. Emphases include TV and video storytelling, multimedia news reporting, visual journalism, and social justice and political reporting.

### **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 220, 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, or DMS 101; 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, 103, 270, 271, and 369.

In addition to the core, students must complete two courses selected from a list of conceptual courses, which include Jour 301, 310, 345, 513, 575 or others that may be approved by the school. Consult your academic advisor for more information.

To earn the B.A.J., students must choose an emphasis in one of the following: TV & video storytelling, multimedia news reporting, visual journalism or social justice and political reporting. Students may also take elective courses in journalism or additional specialization courses to satisfy the 36-hour requirement. Journalism majors may take up to 52 semester hours of journalism coursework.

### **Conceptual Courses**

Students must complete 6 hours of conceptual courses with a grade of C or better: Jour 301, 310, 345, 513, 575 or others that may be approved by the school. See individual emphasis for specific requirements. Please contact your academic advisor for more information.

### **Other Academic Requirements**

All students are required to successfully complete a minor in another area of study.

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).

