School of Journalism and New Media

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 Service
  └ Specialization - Media Management
  └ Specialization - Public Relations
  └ Specialization - Sports Comm & Promotion
  └ Specialization - Visual Design

• B.S. in Integrated Marketing Communication
  └ Accelerated Law (3+3)
  └ Specialization - Health Communication
  └ Specialization - Magazine Publish & Mgmt
  └ Specialization - Media Sales and Mgmt
  └ Specialization - Public Relations
  └ 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 Communication
  └ Emphasis - IMC Online Only Program
  └ Emphasis - IMC Residential Program