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 - Multimedia News Reporting
  - Emphasis - Sports Media
  - Emphasis - TV & Video Storytelling
  - Emphasis - Visual Journalism
  - Specialization - Fashion Promo. & Media
  - 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 - Fashion Promo. & Media
  - 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
- **Certificate in Media Leadership**
- **M.A. in Journalism**
  - Track - Academic
  - Track - Integrated Marketing Comm
  - Track - Professional Journalism
- **M.S. in Integrated Mktg. Communication**
  - Emphasis - IMC Online Only Program
  - Emphasis - IMC Residential Program