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 - 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