

# Mass Communication, B.A. Multimedia Journalism Concentration

2024–25 Catalog

This example plan is designed to provide a blueprint for students to complete their degrees within four years. It includes recommended sequences of courses. Individual plans will vary based on previously earned credit, such as Dual Enrollment and AP credit, as well as the student’s academic goals. Students will work with an academic advisor to develop a more individualized plan to complete their degree.

This example four-year plan is applicable to students admitted during the 2024–25 academic year.

Total Credits Required: 120 credits

Required GPA for Graduation: 2.0 (institutional); 2.5 (overall) needed to complete required internship

Courses requiring a C or better are denoted with an asterisk (\*). Legend is available on the last page of this document.

| Year 1                       |   |           |      |                              |   |           |          |
|------------------------------|---|-----------|------|------------------------------|---|-----------|----------|
| Fall                         |   |           |      | Spring                       |   |           |          |
| Course                       | Title   | Hours     | Area | Course                       | Title   | Hours     | Area     |
| MSCM 0001                    | First-Year Academic Seminar   | 1         |      | GC1Y 1000                    | Critical Thinking (student’s choice)<br>(pre-req to GC2Y 2000)  | 3         | Core     |
| ENGL 1101*                   | English Composition I<br>(pre-req to ENGL 1102)   | 3         | Core | ENGL 1102*                   | English Composition II<br>(pre-req to MSCM 2205)                | 3         | Core     |
| Core Math*                   | Math (student’s choice)<br>(pre-req to MATH 1401)   | 3         | Core | HIST 2111<br>or<br>HIST 2112 | The United States to 1877<br>or<br>The United States Since 1877 | 3         | Core     |
| POLS 1101                    | American Government   | 3         | Core | Core Science                 | Science with Lab (student’s choice)                             | 4         | Core     |
| Core Humanities              | Humanities and Ethics (student’s choice)  | 3         | Core | Lang 1001                    | World Language I (1001-level)                                   | 3         | Elective |
| Core Social Science          | Social Science (student’s choice)   | 3         | Core |                              |   |           |          |
| <b>Total Semester Hours:</b> |   | <b>16</b> |      | <b>Total Semester Hours:</b> |   | <b>16</b> |          |
| <b>Notes:</b>                | ENGL 1101, ENGL 1102, Core Math, and GC1Y 1000 must be completed by 30 earned hours.<br>First-Year Academic Seminar is a graduation requirement and impacts a student’s GPA; however, it does not count toward the minimum of 120 semester hours required for a degree.<br>Students must complete a world language course at the 2002 level or higher. Complete the WebCAPE exam to determine placement for first course. |           |      |                              |   |           |          |

| Year 2                       |   |           |                 |                              |  |           |       |
|------------------------------|---|-----------|-----------------|------------------------------|--|-----------|-------|
| Fall                         |   |           |                 | Spring                       |  |           |       |
| Course                       | Title   | Hours     | Area            | Course                       | Title  | Hours     | Area  |
| MSCM 2201*                   | Media Literacy<br>(pre-req to MSCM 3306 and 3365)   | 3         | Field           | MSCM 3306*                   | Mass Comm Theory & Research<br>(co-req with MSCM 3365; pre-req to all other Multimedia Journalism Concentration courses) | 3         | Major |
| MSCM 2205*                   | Professional Media Writing<br>(pre-req to MSCM 3306 and 3365)   | 3         | Field           | MSCM 3365*                   | Journalistic Writing & Reporting<br>(co-req with MSCM 3306; pre-req to MSCM 3323, 3343, 3366, 3368, and 4503)            | 3         | Major |
| MATH 1401*                   | Elementary Statistics<br>(pre-req to MSCM 3306 and 3365)  | 3         | Core +<br>Field | MSCM 2931*                   | Practicum 1  | 1         | Major |
| GC2Y 2000                    | Global Perspectives (student's choice)  | 4         | Core            | Core STEM                    | Math, Science, or Technology<br>(student's choice)   | 4         | Core  |
| Lang 1002                    | World Language II (1002-level)  | 3         | Elective        | Lang 2001                    | World Language III (2001-level)  | 3         | Field |
| <b>Total Semester Hours:</b> |   | <b>16</b> |                 | <b>Total Semester Hours:</b> |  | <b>14</b> |       |
| <b>Notes:</b>                | MSCM 2931 must be completed with a Student Media Organization such as GC 360, WGUR 95.3, or The Colonnade.<br>GC2Y 2000 must be taken between 30–59 earned hours. |           |                 |                              |  |           |       |

## Year 3

| Fall                         |  |           |       | Spring                       |   |           |          |
|------------------------------|--|-----------|-------|------------------------------|---|-----------|----------|
| Course                       | Title  | Hours     | Area  | Course                       | Title   | Hours     | Area     |
| MSCM 3323*                   | Publication Editing                                      | 3         | Conc  | MSCM 3366*                   | Advanced Writing & Reporting  | 3         | Conc     |
| MSCM 3300*                   | Mass Media Law and Ethics                                | 3         | Major | MSCM Elective*               | Multimedia Journalism<br>Concentration elective (see catalog<br>or DegreeWorks for options) | 3         | Conc     |
| MSCM 2932*                   | Practicum 2  | 1         | Major | Core Art                     | Fine Arts (student's choice)  | 3         | Core     |
| Field of Study<br>Elective   | 1000- or 2000-level Liberal Arts<br>elective (see Notes) | 3         | Field | Field of Study<br>Elective   | 1000- or 2000-level Liberal Arts<br>elective (see Notes)                                    | 3         | Field    |
| Lang 2002                    | World Language IV (2002-level)                           | 3         | Field | Gen Elective                 | Any general elective course   | 3         | Elective |
| <b>Total Semester Hours:</b> |  | <b>13</b> |       | <b>Total Semester Hours:</b> |   | <b>15</b> |          |

**Notes:** Concentration elective options are listed in the course catalog and DegreeWorks.  
 Liberal arts electives can be any 1000- or 2000-level course in the following subjects: ARTS, ECON, ENGL, GEOG, HIST, IDST, MUSC, POLS, PSYC, RHET, SOCI, or THEA.  
 General electives can be in any discipline and any level (1000–4999). Students are encouraged to use elective hours to meet requirements for a minor.

| Year 4                         |  |           |          |                              |                                  |           |          |
|--------------------------------|--|-----------|----------|------------------------------|----------------------------------|-----------|----------|
| Fall                           |  |           |          | Spring                       |                                  |           |          |
| Course                         | Title  | Hours     | Area     | Course                       | Title                            | Hours     | Area     |
| MSCM 3368*<br>or<br>MSCM 3343* | Multimedia Broadcast Journalism<br>or<br>Media Design  | 3         | Conc     | MSCM 4402*                   | Senior Career Development        | 1         | Major    |
| MSCM Elective*                 | Multimedia Journalism<br>Concentration elective (see catalog<br>or DegreeWorks for options)  | 3         | Conc     | MSCM 4503*                   | Enterprise Journalism Capstone   | 3         | Conc     |
| Cognate                        | Cognate course (see Notes below)   | 3         | Major    | Cognate                      | Cognate course (see Notes below) | 3         | Major    |
| Gen Elective                   | Any general elective course  | 3         | Elective | Gen Elective                 | Any general elective course      | 3         | Elective |
| Gen Elective                   | Any general elective course  | 3         | Elective | Gen Elective                 | Any general elective course      | 3         | Elective |
| <b>Total Semester Hours:</b>   |  | <b>15</b> |          | <b>Total Semester Hours:</b> |                                  | <b>13</b> |          |
| <b>Summer</b>                  | Complete MSCM 4960: Internship (3 credit hours).   |           |          |                              |                                  |           |          |
| <b>Notes:</b>                  | <p>Cognate courses are student's choice of CBIS 3217: Business Publishing, CBIS 3218: Web Design Tools, or any 3000- or 4000-level course in the following subjects: ARTS, ENGL, MGMT, MKTG, or RHET.</p> <p>MSCM 4960 requires students to have completed at least 3 skills courses (MSCM 3343, 3351, 3352, 3353, 3361, 3363, 3364) and MSCM 2931: Practicum 1, and to have a minimum 2.5 overall GPA.</p> <p>MSCM 4503 requires students to have completed all 4 required skills courses, MSCM 2931: Practicum 1, and MSCM 2932: Practicum 2.</p> <p>General electives can be in any discipline and any level (1000–4999).</p> |           |          |                              |                                  |           |          |

| Legend      |  |
|-------------|--|
| <b>Area</b> | <b>This section of the plan references the area of the curriculum the course fulfills.</b>   |
| Core        | Core IMPACTS — coursework required for every student regardless of major, which includes the following areas: Institutional Priority (GC1Y 1000 and GC2Y 2000); <b>M</b> athematics and Quantitative Skills; <b>P</b> olitical Science and U.S. History; <b>A</b> rts, Humanities, and Ethics; <b>C</b> ommunicating in Writing; <b>T</b> echnology, Mathematics, and Sciences; and <b>S</b> ocial Sciences. |
| Field       | Core Field of Study courses, part of each major's requirements. These courses prepare students for further study in their chosen major field. Field of Study courses are specific to each major program.   |
| Major       | Mass Communication Major requirements  |
| Conc        | Multimedia Journalism Concentration requirements   |
| Elective    | Course(s) a student selects. Hours are needed to meet overall graduation hours. Number of electives varies per major. Electives can be used towards GC Journeys, minors, or professional/graduate school pre-requisites, or to take courses of interest.   |