

COMMUNICATION - DIGITAL JOURNALISM (BACHELOR OF ARTS)

The Bachelor of Arts degree in Communication is obtained by successfully completing 120 credit hours, with at least 72 hours outside the Communication major. Fifty-three (53) of those 72 hours must be courses in liberal arts and sciences. The program requirements include:

1. 41 hours within the general studies curriculum and
 - a. CS 201 Introduction to Information Technology (3)
 - b. CS 315 Intro to Web Design (3)
 - c. six hours of a foreign language sequence
2. 45 hours in communication courses
3. 18 or more hours in a minor field
4. Electives

Students must maintain a minimum GPA of 2.00 and complete, with a minimum grade of "C," all Department of Communication courses required for the degree. Students who make a grade of "D" or "F" in a communication course may repeat the course only once. A second "D" or "F" in the same course will exclude a student from majoring or minoring in communication.

A major in communication must include:

Course	Title	Credits
COM 200	Introduction to Mass Communication	3
COM 320	Video Production and Editing	3
COM 358	Communication Theory	3
COM 380	Communication Law (WI)	3
COM 395	Ethics and Global Journalism (WI)	3
COM 415	Mass Communication Research	3
COM 491	Internship ^{1,2}	3
Total Hours		21

¹ COM 491 Internship (3) is a required course for all communication majors. Before registering for COM 491 Internship (3), a student must have satisfactorily completed specific courses in her/his area of concentration.

² Each communication major should also complete a portfolio before graduation. To assess and improve its academic programs, the department must obtain periodic measurements of student learning. Such measures will include, among others, an exit exam and exit interview.

The concentration in Digital Journalism includes:

Course	Title	Credits
Digital Journalism		
COM 315	Introduction to News	3
COM 317	Editing	3
COM 325	Publication Design	3
COM 410	Media Features (WI)	3
COM 420	Advanced Reporting	3
COM 445	Media Management	3

COM Electives (2 courses) ⁴	6
Total Hours	24

Students enrolling in COM 404 Media Workshop (1), COM 405 Media Workshop (1), COM 406 Media Workshop (1), COM 407 Advanced Media Workshop (1), COM 408 Advanced Media Workshop (1), COM 411 Advanced Media Workshop (1), COM 475 Directed Study (3), or COM 491 Internship (3) must apply for **eligibility** into those courses **no later** than the pre-registration period preceding the semester in which the courses will be taken. Media workshop courses are strongly recommended electives for all students.

Communication electives for the Digital Journalism concentration should be selected from the following:

Course	Title	Credits
COM 301	Introduction to Television Production	3
COM 302	Introduction to Audio Production	3
COM 304	Introduction to Advertising	3
COM 305	Advanced Audio Production	3
COM 306	Sport Communication	3
COM 307	Media Literacy	3
COM 316	Podcasting	3
COM 330	Introduction to Public Relations	3
COM 345	Social Media Strategy	3
COM 385	Multimedia Design	3
COM 397	Advanced Video Production	3
COM 404	Media Workshop	1
COM 405	Media Workshop	1
COM 406	Media Workshop	1
COM 407	Advanced Media Workshop	1
COM 408	Advanced Media Workshop	1
COM 411	Advanced Media Workshop	1
COM 412	Digital Media Analytics	3
MKT 301	Principles of Marketing	3
MKT 325	Digital Marketing	3
MKT 378	Consumer Behavior	3

*In addition to courses noted below, candidates for graduation must successfully complete all JSU Academic Regulations. **More information about general education requirements can be found in the Summary of Degrees/Requirements** (<https://catalog.jsu.edu/undergraduate/summary-degrees-requirements/>) **section of the catalog.***

Freshman		Hours
Fall		
EH Composition sequence		3
Fine Arts		3
EH 141	Speech	3
History sequence		3
MS 204	Basic Statistics	3
or MS 110	or Finite Mathematics	
SSC 101	First Year Experience	0
Hours		15
Spring		
EH Composition sequence		3
Natural Science sequence		4
History sequence		3
COM 200	Introduction to Mass Communication	3

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Minor or General Electives		3
Hours		16
Sophomore		
Fall		
Literature sequence		3
Natural Science sequence		4
Social/Behavioral Science		3
COM 315	Introduction to News	3
Minor or General Electives		3
Hours		16
Spring		
Literature sequence		3
Social/Behavioral Science		3
CS 201	Introduction to Information Technology	3
COM 317	Editing	3
COM 320	Video Production and Editing	3
Hours		15
Junior		
Fall		
Foreign Language sequence ³		3
COM 380	Communication Law (WI)	3
CS 315	Intro to Web Design	3
Minor or General Electives		5
COM 358	Communication Theory	3
Hours		17
Spring		
Foreign Language sequence ³		3
COM 325	Publication Design	3
COM 410	Media Features (WI)	3
COM 415	Mass Communication Research	3
COM Elective ⁴		3
Hours		15
Summer		
COM 491	Internship	3
Hours		3
Senior		
Fall		
COM 395	Ethics and Global Journalism (WI)	3
COM Elective ⁴		3
Minor or General Electives		6
Hours		12
Spring		
COM 420	Advanced Reporting	3
COM 445	Media Management	3
Minor or General Electives		5
Hours		11
Total Hours		120

³ The sequence must be taken in the same foreign language.

⁴ Six credit hours of elective credit are required in the COM major. Please select a course from the approved list (1-3 hours) to work towards this requirement.