

JOURNALISM AND MEDIA STUDIES - BACHELOR OF ARTS

Below are the requirements for completing the Bachelor of Arts with a major in Journalism and Media Studies without a specific area of focus. For information on how to complete the program with either an advertising, broadcasting, or Multimedia/Photojournalist focus, please see the roadmaps tab. (p. 2)

Students must complete all University degree requirements, which include: General Education requirements, Viewing a Wider World requirements, and elective credits to total at least 120 credits with 48 credits in courses numbered 300 or above. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

Prefix	Title	Credits
General Education		
<i>Area I: Communications</i>		
<i>English Composition - Level 1</i>		
ENGL 1110G	Composition I	4
<i>English Composition - Level 2</i>		
Choose one from the following:		3
ENGL 2210G	Professional and Technical Communication Honors	
ENGL 2221G	Writing in the Humanities and Social Science	
<i>Oral Communication</i>		
Choose one from the following:		3
ACOM 1130G	Effective Leadership and Communication in Agriculture	
COMM 1115G	Introduction to Communication	
COMM 1130G	Public Speaking	
HNRS 2175G	Introduction to Communication Honors	
<i>Area II: Mathematics</i> ¹		
MATH 1130G	Survey of Mathematics (Recommended)	3
<i>Area III/IV: Laboratory Sciences and Social/Behavioral Sciences</i>		
JOUR 105G	Media and Society (Core Requirement)	10
<i>Area III: Laboratory Science Course (4 credits)</i> ¹		
Choose One More Class from Area IV: Social/Behavioral Sciences Course (3 credits)		¹
<i>Area V: Humanities</i> ¹		
<i>Area VI: Creative and Fine Arts</i> ¹		
<i>General Education Elective</i> ¹		
Viewing a Wider World Courses ²		6
Departmental/College Requirements		
<i>Core Requirements</i>		
Lower-Division:		
JOUR 110	Media Writing I	3
JOUR 201	Introduction to Multimedia Journalism	3
JOUR 210	Copyediting	3
Upper-Division:		
JOUR 300	Introduction to Advertising	3
JOUR 302	Television Videography & Editing	3
JOUR 319	Intro Photography	3

JOUR 321	Media Graphic Design	3
JOUR 374	Introduction to Public Relations	3
JOUR 493	Media Law	3
<i>Advanced Requirements</i> ⁴		
<i>Introductory Professional Courses</i> ⁵		3-9
JOUR 310	Media Writing II	
JOUR 407	Media Internship	
JOUR 408	Media Practicum	
<i>Intermediate Professional Courses</i>		3-6
JOUR 306	Sports Writing and Reporting	
JOUR 312	Advertising/Copywriting	
JOUR 314	Broadcast Reporting	
JOUR 315	News 22	
JOUR 320	Photojournalism	
JOUR 330	TV News Shooting & Editing	
JOUR 384	Public Relations Storytelling	
JOUR 425	Media Planning and Buying	
<i>Advanced/ Capstone Professional Courses</i>		3-6
JOUR 412	Documentary Photojournalism	
JOUR 414	Broadcast Reporting Portfolio	
JOUR 427	Media Writing III	
JOUR 476	Advertising & Public Relations Campaigns	
JOUR 490	IMC Campaign	
<i>Media Courses</i> ⁶		3
JOUR 350	Media History	
JOUR 377V	Mass Media Ethics	
JOUR 380	Women and the Media	
JOUR 457	Social Media Management and Analytics	
JOUR 460	Sports & Entertainment P.R.	
JOUR 470	Environmental, Social, & Governance Public Relations	
JOUR 489	Media Research	
JOUR 494	Special Topics	
JOUR 495	Media Theory	
JOUR 499	Independent Study in Media	
Second Language Requirement: (required- see below)		4-8
Electives, to bring the total credits to 120 ⁷		23-39
15 credits must be Upper Division		
Total Credits		120

¹ See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) section of the catalog for a full list of courses

² See the Viewing a Wider World (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) section of the catalog for a full list of courses

³ Students must complete 27 credits of non-core courses, including at least one course from each category listed above, introductory professional course, intermedia professional course, capstone course, and media course. Number of credits listed next to each category is recommended, not required. Entry into courses is subject to successful completion of appropriate prerequisites.

⁴ All introductory classes, except JOUR 310 Media Writing II and JOUR 374 Introduction to Public Relations, do not require any prerequisite class to get into these classes. Students must successfully finish JOUR 210 Copyediting to get into JOUR 310 Media Writing II and JOUR 110 Media Writing I to get into JOUR 374 Introduction to Public Relations.

⁵ Students should take at least one class from media courses. For Ad/PR students, JOUR 457 Social Media Management and Analytics, JOUR 470 Environmental, Social, & Governance Public Relations and JOUR 489 Media Research are recommended.

⁷ Elective credit may vary based on prerequisites, dual credit, AP credit, double majors, and/or minor coursework. The amount indicated in the requirements list is the amount needed to bring the total to 120 credits and may appear in variable form based on the degree. However students may end up needing to complete more or less on a case-by-case basis and students should discuss elective requirements with their advisor.

Second Language Requirement

For the Bachelor of Arts in Journalism and Media Studies there is a one year second language requirement, the options to complete this requirement are listed below. The number of credits that a student needs to take may vary depending on what level they come in with. Please speak with an advisor for more information as to which courses you will need to take to fulfill the second language requirement for this degree.

Option 1:

Prefix	Title	Credits
Complete one of the following sequences:		
FREN 1110 & FREN 1120	French I and French II	4-8
GRMN 1110 & GRMN 1120	German I and German II	4-8
JAPN 1110 & JAPN 1120	Japanese I and Japanese II	4-8
SPAN 1110 & SPAN 1120	Spanish I and Spanish II	4-8
PORT 1110 & PORT 1120	Portuguese I and Portuguese II	3-6
<i>For Heritage Speakers:</i>		
SPAN 1210 & SPAN 1220 or SPAN 2210	Elementary Spanish for Heritage Learners I and Spanish for Heritage Learners II Spanish for Heritage Learners III	3-6

Option 2:

Prefix	Title	Credits
Complete the following sequence for American Sign Language (with a C- or better):		
SIGN 1110	American Sign Language I	3
SIGN 1120	American Sign Language II	3

Option 3:

Prefix	Title	Credits
Challenge the 1120 level for the following courses:		
FREN 1120 or GRMN 1120 or JAPN 1120 or SPAN 1120 OR	French II German II Japanese II Spanish II	4
Challenge the 1120/1220/2210 level for the following courses:		
PORT 1120 or SPAN 1220 or SPAN 2210	Portuguese II Spanish for Heritage Learners II Spanish for Heritage Learners III	3

Option 4:

Pass a three-credit, upper-division course (numbered 300 or above) taught in a second language by the department of Languages and Linguistics.

Option 5:

Obtain college certification of completion of three years of a second language at the high school level with a grade of C- or higher in the second-year level.

Option 6:

By obtaining certification of a working knowledge of a Native American language from the American Indian program director.

Option 7:

By obtaining, from the head of the Department of Languages and Linguistics, certification of a working knowledge of a second language if such language is not taught at NMSU.

Option 8:

In the case of a foreign student who is required to take the TOEFL exam admission, the dean will automatically waive the second language requirement.

A Suggested Plan of Study for Students

This roadmap assumes student placement in MATH 1130G Survey of Mathematics and ENGL 1110G Composition I. The contents and order of this roadmap may vary depending on initial student placement in mathematics and English. It is only a suggested plan of study for students and is not intended as a contract. Course availability may vary from fall to spring semester and may be subject to modification or change.

Below are the roadmaps for the Bachelor of Arts with a Major in Journalism and Media Studies, the department has four focus areas that students can follow to complete their degree in an area of study that benefits them: a general journalism and media studies, advertising, broadcasting and multimedia/photojournalism focuses. **These are not considered official concentrations and will not appear on a student's transcript or within their student record.**

General Focus

Freshman		Credits
ENGL 1110G	Composition I (C- or better)	4
Area II: Mathematics Course ¹		3-4
MATH 1130G	Survey of Mathematics (Recommended (C- or better))	
JOUR 105G	Media and Society (C- or better - will count for Gen. Ed requirement)	3
Area V: Humanities Course ¹		3
JOUR 110	Media Writing I	3
Choose one from the following:		3
ENGL 2210G	Professional and Technical Communication Honors	
ENGL 2221G	Writing in the Humanities and Social Science	
Area III: Laboratory Science Course ¹		4
Area IV: Social/Behavioral Sciences Course ¹		3
JOUR 210	Copyediting	3
JOUR 201	Introduction to Multimedia Journalism	3
Credits		32-33

Sophomore

JOUR Introductory Professional Courses (C- or better) ⁵	12
Choose from one of the following:	3
ACOM 1130G Effective Leadership and Communication in Agriculture	
COMM 1115G Introduction to Communication	
COMM 1130G Public Speaking	3
HNRS 2175G Introduction to Communication Honors	
General Education Elective Course ¹	3
Second Language Requirement: 1110- level ³	4
Second Language Requirement: 1120- level ³	4
Elective Course ⁴	3
Credits	32

Junior

JOUR Introductory Professional Course (C- or better) ⁵	6
JOUR - Media Course (C- or better) ⁷	3
JOUR - Upper Division Elective (C- or better)	6
JOUR Advanced Professional Course ⁹	3
VWW - Viewing a Wider World Courses ⁸	6
Elective - Upper Division Course ⁴	6
Credits	30

Senior

JOUR 493 Media Law (C- or better)	3
JOUR - Upper Division Elective Course (C- or better)	9
Elective - Upper Division Courses ⁴	9
JOUR Advanced Professional Course ⁹	3
Elective Course ⁴	3
Credits	27
Total Credits	121-122

¹ See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) section of the catalog for a full list of courses.

² Second Language: options for completing the second language requirement can be located on the Requirements (p. 1) tab for this degree.

³ Elective credit may vary based on second language requirements, prerequisites, dual credit, AP credit, double majors, and/or minor coursework. The amount indicated in the requirements list is the amount needed to bring the total to 120 credits and may appear in variable form based on the degree. However students may end up needing to complete more or less on a case-by-case basis and students should discuss elective requirements with their advisor.

⁴ Introductory Professional Courses: JOUR 300 Introduction to Advertising, JOUR 302 Television Videography & Editing, JOUR 310 Media Writing II, JOUR 319 Intro Photography, JOUR 321 Media Graphic Design, JOUR 374 Introduction to Public Relations, JOUR 407 Media Internship, JOUR 408 Media Practicum

⁵ Intermediate Professional Courses: JOUR 384 Public Relations Storytelling, JOUR 312 Advertising/Copywriting, JOUR 314 Broadcast Reporting, JOUR 315 News 22, JOUR 320 Photojournalism, JOUR 330 TV News Shooting & Editing, JOUR 425 Media Planning and Buying

⁶ Media Course options for the Upper Division JOUR requirement: JOUR 350 Media History, JOUR 377V Mass Media Ethics, JOUR 380 Women and the Media, JOUR 457 Social Media Management and Analytics JOUR 460 Sports & Entertainment P.R., JOUR 470 Environmental, Social, & Governance Public Relations JOUR 489 Media Research, JOUR 494 Special Topics, JOUR 495 Media Theory, JOUR 499 Independent Study in Media

⁷ See the Viewing a Wider World (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) section of the catalog for a full list of courses.

⁸ Advanced/Capstone Professional Courses: JOUR 412 Documentary Photojournalism, JOUR 414 Broadcast Reporting Portfolio, JOUR 427 Media Writing III JOUR 476 Advertising & Public Relations Campaigns, JOUR 490 IMC Campaign

Strategic Communications (Ad/PR) Focus

Freshman		Credits
ENGL 1110G	Composition I (C- or better)	4
Area II: Mathematics Course ¹		3-4
MATH 1130G	Survey of Mathematics (Recommended (C- or better))	
JOUR 105G	Media and Society (C- or better - will count for Gen Ed requirement)	3
Area V: Humanities, C- or better ¹		3
JOUR 110	Media Writing I	3
Choose one from the following:		3
ENGL 2210G	Professional and Technical Communication Honors	
ENGL 2221G	Writing in the Humanities and Social Science	
Area III: Laboratory Science Course ¹		4
JOUR 201	Introduction to Multimedia Journalism	3
JOUR 210	Copyediting	3
Elective Course		1
Credits		30-31

Sophomore

Choose one from the following:		3
ACOM 1130G	Effective Leadership and Communication in Agriculture	
COMM 1130G	Public Speaking	
COMM 1115G	Introduction to Communication	
HNRS 2175G	Introduction to Communication Honors	
Area IV: Social/Behavioral Science Course ¹		3
General Education Elective Course ¹		3
Second Language Requirement: 1110- level ²		4
JOUR 300	Introduction to Advertising	3
Second Language Requirement: 1120-level ²		4
JOUR 374	Introduction to Public Relations (C- or better)	3
Elective Courses ³		7
Credits		30

Junior

JOUR 312	Advertising/Copywriting (C- or better)	3
JOUR 425	Media Planning and Buying (C- or better)	3
JOUR 384	Public Relations Storytelling (C- or better)	3
MKTG 311V	Consumer Behavior (recommended VWW - Viewing a Wider World)	3
MKTG 303	Principles of Marketing (or POLS course) ⁴	3
JOUR 476	Advertising & Public Relations Campaigns (C- or better)	3
JOUR - Media Course (C- or better) ⁵		3
VWW - Viewing a Wider World Course ⁶		3
MKTG 314	Advertising Strategy (or POLS course) ⁵	3
JOUR 470	Environmental, Social, & Governance Public Relations	3
Credits		30

Senior		
JOUR 493	Media Law (C- or better)	3
JOUR 460	Sports & Entertainment P.R. (C- or better)	3
JOUR Upper Division Elective Course (C- or better)		3
MKTG 357	Internet and Social Media Marketing (or POLS course) ⁵	3
JOUR 457	Social Media Management and Analytics	3
JOUR 490	IMC Campaign	3
JOUR Upper Division Elective Course (C- or better)		3
MKTG 449	Promotion Management (or POLS course)	3
Elective Course - Upper Division ³		3
Elective Course - Upper Division ³		3
Elective Course ³		1
Credits		31
Total Credits		121-122

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⁴ Students should take MKTG 303 Principles of Marketing but if PR students want to stay in Government area, it is recommended to double major in Government.

⁵ Media Courses: JOUR 350 Media History, JOUR 377V Mass Media Ethics, JOUR 380 Women and the Media, JOUR 460 Sports & Entertainment P.R., JOUR 489 Media Research, JOUR 494 Special Topics, JOUR 495 Media Theory, JOUR 499 Independent Study in Media

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Broadcasting Focus

Freshman		Credits
ENGL 1110G	Composition I (C- or better)	4
Area II: Mathematics Course ¹		3-4
MATH 1130G	Survey of Mathematics (Recommended (C- or better))	
JOUR 105G	Media and Society (C- or better, will count for Gen Ed requirement)	3
JOUR 110	Media Writing I	3
JOUR 210	Copyediting	3
JOUR 201	Introduction to Multimedia Journalism	3
Choose one from the following:		3
ENGL 2210G	Professional and Technical Communication Honors	
ENGL 2221G	Writing in the Humanities and Social Science	
Area III: Laboratory Science Course ¹		4
Area IV: Social/Behavioral Sciences Course ¹		3
Credits		29-30

Sophomore		
JOUR 302	Television Videography & Editing	3
JOUR 319	Intro Photography	3
Choose one from the following:		3
ACOM 1130G	Effective Leadership and Communication in Agriculture	
COMM 1115G	Introduction to Communication	
COMM 1130G	Public Speaking	
HNRS 2175G	Introduction to Communication Honors	
Area V: Humanities Course, C- or better ¹		3
General Education Elective Course ¹		3
Second Language Requirement: 1110- level ³		4
Second Language Requirement: 1120-level ³		4
JOUR - Introductory Professional Course (C- or better) ⁵		3
JOUR Intermediate Professional Course (C- or better)		3
Elective Courses ⁴		3
Credits		32

Junior		
JOUR 314	Broadcast Reporting (C- or better)	3
JOUR 330	TV News Shooting & Editing (C- or better)	3
JOUR - Introductory Professional Course ⁵		3
VWW - Viewing a Wider World Courses ⁶		6
JOUR 315	News 22 (C- or better)	3
JOUR - Advanced/Capstone Professional Course (C- or better) ⁷		3
Elective Courses ⁴		3
Elective Courses - Upper Division ⁴		6
Credits		30

Senior		
JOUR 493	Media Law (C- or better)	3
JOUR Upper Division Elective Courses (C- or better)		6
JOUR 414	Broadcast Reporting Portfolio (C- or better)	3
JOUR - Media Course (C- or Better) ⁸		3
Elective Course ⁴		6
Elective Courses - Upper Division ⁴		9
Credits		30
Total Credits		121-122

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⁴ Introductory Professional Courses: JOUR 302 Television Videography & Editing

⁵ See the Viewing a Wider World (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) section of the catalog for a full list of courses.

⁶ Advanced/Capstone Professional Courses: JOUR 412 Documentary Photojournalism, JOUR 414 RTV Scriptwriting/Performance, JOUR 427

Media Writing III JOUR 476 Public Relations Campaigns, JOUR 490 Advertising Campaigns
 7 Media Course options for the Upper Division JOUR requirement: JOUR 350 Media History, JOUR 377V Mass Media Ethics, JOUR 380 Women and the Media, JOUR 457 Social Media Management and Analytics JOUR 460 Sports & Entertainment P.R., JOUR 470 Environmental, Social, & Governance Public Relations JOUR 489 Media Research, JOUR 494 Special Topics, JOUR 495 Media Theory, JOUR 499 Independent Study in Media

JOUR Media Course ⁶	3
JOUR Intermediate Professional Course (C- or better) ⁷	3
JOUR 427 Media Writing III	3
JOUR Upper Division Elective Course (C- or better)	3
Elective Courses - Upper Division ³	9
Elective Course ³	6
Credits	30
Total Credits	121-122

Multimedia and Photojournalism Focus

Freshman		Credits
ENGL 1110G	Composition I (C- or better)	4
Area II: Mathematics Course ¹		3-4
MATH 1130G	Survey of Mathematics (Recommended (C- or better))	
JOUR 105G	Media and Society (C- or better, will count for Gen Ed requirement)	3
Area V: Humanities Course ¹		3
JOUR 110	Media Writing I	3
JOUR 210	Copyediting	3
JOUR 201	Introduction to Multimedia Journalism	3
Choose one from the following:		3
ENGL 2210G	Professional and Technical Communication Honors	
ENGL 2221G	Writing in the Humanities and Social Science	
Area III: Laboratory Science Course ¹		4
Elective Course(s) ³		2
Credits		31-32
Sophomore		Credits
JOUR 310	Media Writing II	3
Choose one from the following:		3
ACOM 1130G	Effective Leadership and Communication in Agriculture	
COMM 1115G	Introduction to Communication	
COMM 1130G	Public Speaking	
HNRS 2175G	Introduction to Communication Honors	
General Education Elective Course ¹		3
Second Language Requirement: 1110- level ²		4
Second Language Requirement: 1120-level ²		4
Area IV: Social/Behavioral Sciences Course ¹		3
JOUR Introductory Professional Course (C- or better)		3
JOUR Introductory Professional Course ⁴		3
JOUR 319	Intro Photography	3
Elective Courses ³		1
Credits		30
Junior		Credits
JOUR Intermediate Professional Course (C- or better)		3
JOUR Upper Division Elective Course		3
JOUR 412	Documentary Photojournalism (C- or better)	3
VWW - Viewing a Wider World Courses ⁵		6
JOUR 306	Sports Writing and Reporting (C- or better)	3
Elective Course - Upper Division ³		6
Elective Courses ³		6
Credits		30
Senior		Credits
JOUR 493	Media Law (C- or better)	3

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⁴ Introductory Professional Courses: JOUR 300 Introduction to Advertising, JOUR 302 Television Videography & Editing, JOUR 310 Media Writing II, JOUR 374 Introduction to Public Relations

⁵ See the Viewing a Wider World (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) section of the catalog for a full list of courses.

⁶ Media Courses: JOUR 350 Media History, JOUR 377V Mass Media Ethics, JOUR 380 Women and the Media, JOUR 460 Sports & Entertainment P.R., JOUR 489 Media Research, JOUR 494 Special Topics, JOUR 495 Media Theory, JOUR 499 Independent Study in Media

⁷ Recommended JOUR Electives: JOUR 302 Television Videography & Editing, JOUR 306 Sports Writing and Reporting, JOUR 412 Documentary Photojournalism