

JOURNALISM AND MEDIA STUDIES - BACHELOR OF ARTS

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

First Year

Fall		Credits
ENGL 1110G	Composition I (C- or better)	4
Area II: Mathematics Course ¹		3-4
MATH 1130G	Survey of Mathematics (C- or better (Recommended))	
JOUR 105G	Media and Society (C- or better, and will count for Gen. Ed)	3
Area V: Humanities Course ¹		3
JOUR 110	Introduction to Media Writing	3
Credits		16-17

Spring

Choose one from the following:		
ENGL 2210G	Professional & Technical Communication	3
ENGL 2221G	Writing in the Humanities and Social Science	3
Area III: Laboratory Science Course ¹		4
Area IV: Social/Behavioral Sciences Course ¹		3
JOUR 210	Newswriting & Reporting	3
JOUR 201	Introduction to Multimedia	3
Credits		16

Second Year

Fall		Credits
JOUR Introductory Professional Course (C- or better) ⁵		3
JOUR Introductory Professional Course (C- or Better) ⁵		3
Choose from one of the following:		
ACOM 1130G	Effective Leadership and Communication in Agriculture	3
COMM 1115G	Introduction to Communication	3
COMM 1130G	Public Speaking	3
HNRS 2175G	Introduction to Communication Honors	3
General Education Elective Course ¹		3
Second Language Requirement: 1110- level ³		4
Credits		16

Spring

JOUR Introductory Professional Course (C- or better) ⁵	3	
JOUR Intermediate Professional Course (C- or better) ⁶	3	
Elective Course ⁴	3	
Second Language Requirement: 1120- level ³	4	
Elective Course ⁴	3	
Credits		16

Third Year

Fall

JOUR Introductory Professional Course (C- or better) ⁵	3	
JOUR Intermediate Professional Course (C- or better) ⁶	3	
JOUR - Media Course (C- or better) ⁷	3	
Elective - Upper Division Course ⁴	3	
VWW - Viewing a Wider World ⁸	3	
Credits		15

Spring

JOUR - Upper Division Elective (C- or better)	3	
JOUR - Upper Division Elective (C- or better)	3	
JOUR Advanced Professional Course ⁹	3	
VWW - Viewing a Wider World ⁸	3	
Elective- Upper Division Course ⁴	3	
Credits		15

Fourth Year

Fall

JOUR 493	Media Law (C- or better)	3
JOUR - Upper Division Elective Course (C- or better)		3
JOUR - Upper Division Elective Course (C- or better)		3
Elective- Upper Division Course ⁴		3
Elective- Upper Division Course ⁴		3
Credits		15

Spring

JOUR Advanced Professional Course ⁹	3	
JOUR - Upper Division Elective Course (C- or better)	3	
Elective - Upper Division Course ⁴	3	
Elective Course ⁴	3	
Credits		12
Total Credits		121-122

1

See the General Education (<http://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.) 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 Video Production and Digital Editing, News Storytelling, JOUR 310 News Reporting & Publishing, 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 Branding and Storytelling in IMC, JOUR 312 Advertising/Copywriting, JOUR 314 Broadcast Reporting, JOUR 315 News 22, JOUR 317 News Editing, 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 Corporate Social Responsibility Marketing 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 (<http://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 RTV Scriptwriting/Performance, JOUR 427 Multimedia Publishing JOUR 476 Public Relations Campaigns, JOUR 490 IMC Campaign

Strategic Communications (Ad/PR) Focus

First Year

Fall		Credits
ENGL 1110G	Composition I (C- or better)	4
Area II: Mathematics Course ¹		3-4
MATH 1130G	Survey of Mathematics (C- or better (Recommended))	
JOUR 105G	Media and Society (C- or better, and will count for Gen. Ed)	3
Area V: Humanities, C- or better ¹		3
JOUR 110	Introduction to Media Writing	3
Credits		16-17

Spring

Choose one from the following:		3
ENGL 2210G	Professional & Technical Communication	
ENGL 2221G	Writing in the Humanities and Social Science	
Area III: Laboratory Science Course ¹		4
Area IV: Social/Behavioral Science Course ¹		3
JOUR 201	Introduction to Multimedia	3
JOUR 210	Newswriting & Reporting	3
Credits		16

Second Year

Fall		
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
JOUR 300	Introduction to Advertising	3

Credits **13**

Spring

Elective Course ³		3
Elective Course ³		3
Second Language Requirement: 1120-level ²		4
JOUR 374	Introduction to Public Relations (C- or better)	3

Credits **13**

Third Year

Fall

JOUR 312	Advertising/Copywriting (C- or better)	3
JOUR 425	Media Planning and Buying (C- or better)	3
JOUR 384	Branding and Storytelling in IMC (C- or better)	3
MKTG 311V	Consumer Behavior (recommended VWW - Viewing a Wider World)	3
MKTG 303	Principles of Marketing (or GOVT class) ⁴	3

Credits **15**

Spring

JOUR 476	Public Relations Campaigns (C- or better in either)	3
JOUR - Media Course (C- or better) ⁵		3
VWW - Viewing a Wider World Course ⁶		3
MKTG 314	Advertising Strategy (or GOVT class) ⁵	3
Elective Course - Upper Division ³		3
JOUR 470	Corporate Social Responsibility Marketing	3

Credits **18**

Fourth Year

Fall

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 GOVT Class) ⁵	3
Elective Course - Upper Division ³		3
JOUR 457	Social Media Management and Analytics	3

Credits **18**

Spring

JOUR 490	IMC Campaign	3
JOUR Upper Division Elective Course (C- or better)		3
MKTG 449	Promotion Management (or GOVT class)	3
Elective Course ³		3

Credits **12**

Total Credits **121-122**

1

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2

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

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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

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

6

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

Broadcasting Focus

First Year

Fall		Credits
ENGL 1110G	Composition I (C- or better)	4
Area II: Mathematics Course ¹		3-4
MATH 1130G	Survey of Mathematics (C- or better (Recommended))	
JOUR 105G	Media and Society (C- or better, and will count for Gen. Ed)	3
Area V: Humanities Course, C- or better ¹		3
JOUR 110	Introduction to Media Writing	3
Credits		16-17

Spring

JOUR 210	Newswriting & Reporting	3
JOUR 201	Introduction to Multimedia	3
Choose one from the following:		3
ENGL 2210G	Professional & Technical Communication	
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		16

Second Year

Fall		Credits
JOUR 302	Video Production and Digital Editing, News Storytelling	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	
General Education Elective Course ¹		3
Second Language Requirement: 1110- level ³		4
Credits		16

Spring

Second Language Requirement: 1120-level ³		4
Elective Course ⁴		3
Elective Course ⁴		3
JOUR - Introductory Professional Course (C- or better) ⁵		3
JOUR Intermediate Professional Course (C- or better)		3
Credits		16

Third Year

Fall

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 ⁶		3
Elective Course ⁴		3
Credits		15

Spring

JOUR 315	News 22 (C- or better)	3
VWW - Viewing a Wider World Course ⁶		3
JOUR - Advanced/Capstone Professional Course (C- or better) ⁷		3
Elective Course - Upper Division ⁴		3
Elective Course - Upper Division ⁴		3
Credits		15

Fourth Year

Fall

JOUR 493	Media Law (C- or better)	3
JOUR Upper Division Elective Course (C- or better)		3
JOUR Upper Division Elective Course (C- or better)		3
Elective Course - Upper Division ⁴		3
Elective Course - Upper Division ⁴		3
Credits		15

Spring

JOUR 414	RTV Scriptwriting/Performance (C- or better)	3
JOUR - Media Course (C- or Better) ⁸		3
Elective - Upper Division Course ⁴		3
Elective Course ⁴		3
Credits		12
Total Credits		121-122

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4

Introductory Professional Courses: JOUR 302 Video Production and Digital Editing, News Storytelling

5

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6

Advanced/Capstone Professional Courses: JOUR 412 Documentary Photojournalism, JOUR 414 RTV Scriptwriting/Performance, JOUR 427 Multimedia Publishing 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 Corporate Social Responsibility Marketing JOUR 489 Media Research, JOUR 494 Special Topics, JOUR 495 Media Theory, JOUR 499 Independent Study in Media

Multimedia and Photojournalism Focus

First Year

Fall		Credits
ENGL 1110G	Composition I (C- or better)	4
Area II: Mathematics Course ¹		3-4
MATH 1130G	Survey of Mathematics (C- or better (Recommended))	
JOUR 105G	Media and Society (C- or better, and will count for Gen. Ed)	3
Area V: Humanities Course ¹		3
JOUR 110	Introduction to Media Writing	3
Credits		16-17

Spring

JOUR 210	News Writing & Reporting	3
JOUR 201	Introduction to Multimedia	3
Choose one from the following:		3
ENGL 2210G	Professional & Technical Communication	
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		16

Second Year

Fall		Credits
JOUR 310	News Reporting & Publishing	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
JOUR Introductory Professional Course (C- or better)		3
Credits		16

Spring

Elective Course ³		3
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JOUR Introductory Professional Course ⁴		3
Second Language Requirement: 1120-level ²		4
Elective Course ³		3
JOUR 319	Intro Photography	3
Credits		16

Third Year

Fall		Credits
JOUR 317	News Editing (C- or better)	3
JOUR Intermediate Professional Course (C- or better)		3
JOUR Upper Division Elective Course		3
VWW - Viewing a Wider World Course ⁵		3
Elective Course ³		3
Credits		15

Spring

JOUR 412	Documentary Photojournalism (C- or better)	3
JOUR 306	Sports Writing and Reporting (C- or better)	3
VWW - Viewing a Wider World Course ⁵		3
Elective Course - Upper Division ³		3
Elective Course - Upper Division ³		3
Credits		15

Fourth Year

Fall		Credits
JOUR 493	Media Law (C- or better)	3
JOUR Media Course ⁶		3
JOUR Intermediate Professional Course (C- or better) ⁷		3
Elective Course - Upper Division ³		3
Elective Course - Upper Division ³		3
Credits		15

Spring

JOUR 427	Multimedia Publishing	3
JOUR Upper Division Elective Course (C- or better)		3
Elective - Upper Division Course ³		3
Elective Course ³		3
Credits		12
Total Credits		121-122

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Introductory Professional Courses: JOUR 300 Introduction to Advertising, JOUR 302 Video Production and Digital Editing, News Storytelling, JOUR 310 News Reporting & Publishing, JOUR 374 Introduction to Public Relations

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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 Video Production and Digital Editing, News Storytelling, JOUR 306 Sports Writing and Reporting, JOUR 317 News Editing, JOUR 412 Documentary Photojournalism