

# 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

| Freshman   |   | Credits      |
|--|---|--------------|
| ENGL 1110G   | Composition I (C- or better)  | 4            |
| Area II: Mathematics Course <sup>1</sup>                           |   | 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 <sup>1</sup>                             |   | 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 <sup>1</sup>                   |   | 4            |
| Area IV: Social/Behavioral Sciences Course <sup>1</sup>            |   | 3            |
| JOUR 210   | Copyediting   | 3            |
| JOUR 201   | Introduction to Multimedia Journalism                                 | 3            |
| <b>Credits</b>   |   | <b>32-33</b> |
| Sophomore  |   | Credits      |
| JOUR Introductory Professional Courses (C- or better) <sup>5</sup> |   | 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 <sup>1</sup>                     |   | 3            |
| Second Language Requirement: 1110- level <sup>3</sup>              |   | 4            |
| Second Language Requirement: 1120- level <sup>3</sup>              |   | 4            |
| Elective Course <sup>4</sup>                                       |   | 3            |
| <b>Credits</b>   |   | <b>32</b>    |
| Junior   |   | Credits      |
| JOUR Introductory Professional Course (C- or better) <sup>5</sup>  |   | 6            |
| JOUR - Media Course (C- or better) <sup>7</sup>                    |   | 3            |

| JOUR - Upper Division Elective (C- or better)        | 6                        |                |
|--|--------------------------|----------------|
| JOUR Advanced Professional Course <sup>9</sup>       | 3                        |                |
| VWW - Viewing a Wider World Courses <sup>8</sup>     | 6                        |                |
| Elective - Upper Division Course <sup>4</sup>        | 6                        |                |
| <b>Credits</b>                                       |                          | <b>30</b>      |
| Senior   |                          | Credits        |
| JOUR 493   | Media Law (C- or better) | 3              |
| JOUR - Upper Division Elective Course (C- or better) | 9                        |                |
| Elective - Upper Division Courses <sup>4</sup>       | 9                        |                |
| JOUR Advanced Professional Course <sup>9</sup>       | 3                        |                |
| Elective Course <sup>4</sup>                         | 3                        |                |
| <b>Credits</b>                                       |                          | <b>27</b>      |
| <b>Total Credits</b>                                 |                          | <b>121-122</b> |

- <sup>1</sup> See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) section of the catalog for a full list of courses.
- <sup>2</sup> Second Language: options for completing the second language requirement can be located on the Requirements (p. ) tab for this degree.
- <sup>3</sup> 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.
- <sup>4</sup> 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
- <sup>5</sup> 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
- <sup>6</sup> 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
- <sup>7</sup> 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.
- <sup>8</sup> 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 <sup>1</sup> |  | 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 <sup>1</sup>                              | 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 <sup>1</sup>                           | 4              |
| JOUR 201 Introduction to Multimedia Journalism                             | 3              |
| JOUR 210 Copyediting   | 3              |
| Elective Course  | 1              |
| <b>Credits</b>   | <b>30-31</b>   |
| <b>Sophomore</b>   |                |
| 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 <sup>1</sup>                     | 3              |
| General Education Elective Course <sup>1</sup>                             | 3              |
| Second Language Requirement: 1110- level <sup>2</sup>                      | 4              |
| JOUR 300 Introduction to Advertising                                       | 3              |
| Second Language Requirement: 1120-level <sup>2</sup>                       | 4              |
| JOUR 374 Introduction to Public Relations (C- or better)                   | 3              |
| Elective Courses <sup>3</sup>  | 7              |
| <b>Credits</b>   | <b>30</b>      |
| <b>Junior</b>  |                |
| 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) <sup>4</sup>             | 3              |
| JOUR 476 Advertising & Public Relations Campaigns (C- or better)           | 3              |
| JOUR - Media Course (C- or better) <sup>5</sup>                            | 3              |
| VWW - Viewing a Wider World Course <sup>6</sup>                            | 3              |
| MKTG 314 Advertising Strategy (or POLS course) <sup>5</sup>                | 3              |
| JOUR 470 Environmental, Social, & Governance Public Relations              | 3              |
| <b>Credits</b>   | <b>30</b>      |
| <b>Senior</b>  |                |
| 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) <sup>5</sup> | 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 <sup>3</sup>                              | 3              |
| Elective Course - Upper Division <sup>3</sup>                              | 3              |
| Elective Course <sup>3</sup>   | 1              |
| <b>Credits</b>   | <b>31</b>      |
| <b>Total Credits</b>   | <b>121-122</b> |

- <sup>1</sup> See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) section of the catalog for a full list of courses.
- <sup>2</sup> Second Language: options for completing the second language requirement can be located on the Requirements (p. ) tab for this degree.
- <sup>3</sup> 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.
- <sup>4</sup> 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.
- <sup>5</sup> 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
- <sup>6</sup> 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.

### Broadcasting Focus

|   |                |
|---|----------------|
| <b>Freshman</b>   | <b>Credits</b> |
| ENGL 1110G Composition I (C- or better)                                       | 4              |
| Area II: Mathematics Course <sup>1</sup>                                      | 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 <sup>1</sup>                              | 4              |
| Area IV: Social/Behavioral Sciences Course <sup>1</sup>                       | 3              |
| <b>Credits</b>  | <b>29-30</b>   |
| <b>Sophomore</b>  |                |
| 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 <sup>1</sup>                          | 3              |
| General Education Elective Course <sup>1</sup>                                | 3              |
| Second Language Requirement: 1110- level <sup>3</sup>                         | 4              |
| Second Language Requirement: 1120-level <sup>3</sup>                          | 4              |
| JOUR - Introductory Professional Course (C- or better) <sup>5</sup>           | 3              |
| JOUR Intermediate Professional Course (C- or better)                          | 3              |

|  |                |
|--|----------------|
| Elective Courses <sup>4</sup>  | 3              |
| <b>Credits</b>   | <b>32</b>      |
| <b>Junior</b>  |                |
| JOUR 314 Broadcast Reporting (C- or better)                              | 3              |
| JOUR 330 TV News Shooting & Editing (C- or better)                       | 3              |
| JOUR - Introductory Professional Course <sup>5</sup>                     | 3              |
| VWW - Viewing a Wider World Courses <sup>6</sup>                         | 6              |
| JOUR 315 News 22 (C- or better)  | 3              |
| JOUR - Advanced/Capstone Professional Course (C- or better) <sup>7</sup> | 3              |
| Elective Courses <sup>4</sup>  | 3              |
| Elective Courses - Upper Division <sup>4</sup>                           | 6              |
| <b>Credits</b>   | <b>30</b>      |
| <b>Senior</b>  |                |
| 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) <sup>8</sup>                          | 3              |
| Elective Course <sup>4</sup>   | 6              |
| Elective Courses - Upper Division <sup>4</sup>                           | 9              |
| <b>Credits</b>   | <b>30</b>      |
| <b>Total Credits</b>   | <b>121-122</b> |

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

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

<sup>3</sup> 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.

<sup>4</sup> Introductory Professional Courses: JOUR 302 Television Videography & Editing

<sup>5</sup> 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.

<sup>6</sup> 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

<sup>7</sup> 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

## Multimedia and Photojournalism Focus

| Freshman  | Credits |
|---|---------|
| ENGL 1110G Composition I (C- or better)                       | 4       |
| Area II: Mathematics Course <sup>1</sup>                      | 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 <sup>1</sup>  | 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 <sup>1</sup>                              | 4            |
| Elective Course(s) <sup>3</sup>   | 2            |
| <b>Credits</b>  | <b>31-32</b> |

|  |           |
|--|-----------|
| <b>Sophomore</b>   |           |
| 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 <sup>1</sup>                   | 3         |
| Second Language Requirement: 1110- level <sup>2</sup>            | 4         |
| Second Language Requirement: 1120-level <sup>2</sup>             | 4         |
| Area IV: Social/Behavioral Sciences Course <sup>1</sup>          | 3         |
| JOUR Introductory Professional Course (C- or better)             | 3         |
| JOUR Introductory Professional Course <sup>4</sup>               | 3         |
| JOUR 319 Intro Photography                                       | 3         |
| Elective Courses <sup>3</sup>                                    | 1         |
| <b>Credits</b>   | <b>30</b> |

|   |                |
|---|----------------|
| <b>Junior</b>   |                |
| 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 <sup>5</sup>                  | 6              |
| JOUR 306 Sports Writing and Reporting (C- or better)              | 3              |
| Elective Course - Upper Division <sup>3</sup>                     | 6              |
| Elective Courses <sup>3</sup>                                     | 6              |
| <b>Credits</b>  | <b>30</b>      |
| <b>Senior</b>   |                |
| JOUR 493 Media Law (C- or better)                                 | 3              |
| JOUR Media Course <sup>6</sup>                                    | 3              |
| JOUR Intermediate Professional Course (C- or better) <sup>7</sup> | 3              |
| JOUR 427 Media Writing III  | 3              |
| JOUR Upper Division Elective Course (C- or better)                | 3              |
| Elective Courses - Upper Division <sup>3</sup>                    | 9              |
| Elective Course <sup>3</sup>                                      | 6              |
| <b>Credits</b>  | <b>30</b>      |
| <b>Total Credits</b>  | <b>121-122</b> |

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

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

<sup>3</sup> 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.

- <sup>4</sup> Introductory Professional Courses: JOUR 300 Introduction to Advertising, JOUR 302 Television Videography & Editing, JOUR 310 Media Writing II, JOUR 374 Introduction to Public Relations
- <sup>5</sup> 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.
- <sup>6</sup> 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
- <sup>7</sup> Recommended JOUR Electives: JOUR 302 Television Videography & Editing, JOUR 306 Sports Writing and Reporting, JOUR 412 Documentary Photojournalism