

# BJ in Journalism with Emphasis in Strategic Communication

## Degree Program Description

Students will develop a solid foundation in the liberal arts and sciences while achieving competency in journalism.

Journalism is the study and practice of analyzing, gathering, creating and presenting news and information through different media.

Within this degree program, students choose an emphasis in Strategic Communication. Strategic Communication is the study of principles and practices of all communication designed to create a desired response from a given audience. The curriculum includes focused study and hands-on experience within a variety of subject areas and specializations. Upon graduation, students pursue careers in a wide range of strategic communication and public relations professions including: account management, advertising management art direction, audience research, copywriting, digital strategy, marketing, media planning, public relations, strategic communication research and sports and entertainment promotion, social media management, and sports information

## Major Program Requirements

The Bachelor of Journalism degree requires 120 credits. The faculty expects each student to maintain a minimum GPA of 3.0 to be considered in good standing.

To obtain the Bachelor of Journalism degree, a student must complete the following:

- University Graduation Requirements (<http://catalog.missouri.edu/academicdegreerequirements/universityrequirements/>)
- University General Education (<http://catalog.missouri.edu/academicdegreerequirements/generaleducationrequirements/>)
- **Major Core:** 24 credit hours
- **Major Career Path:** 6 credit hours
- **Capstone:** 3 credit hours
- **Major Specialty Areas:** 15 credit hours
- **Non-Journalism Electives:** 28 credit hours

ENGLISH 1000	Exposition and Argumentation (Minimum grade of B- required)	3
Foreign Language (from same language)		12
Math/Science		9
Math and Quantitative Reasoning		3
Behavioral Science		3
Humanities		3
ECONOM 1000	General Economics for Journalists <sup>^</sup>	5
<b>Journalism Core Requirements</b>		
HIST 1100	Survey of American History to 1865 <sup>^</sup>	3
	or HIST 1200 Survey of American History Since 1865	
POL_SC 1100	American Government	3
	or POL_SC 2100 State Government	
JOURN 1100	Principles of Journalism in Democracy	3

JOURN 1200	Fundamentals of Visual Journalism and Strategic Communication	2
JOURN 1300	Fundamentals of Written Journalism and Strategic Communication	2
JOURN 1400	Applied Projects for Journalism and Strategic Communication	2
JOURN 2000	Cross-Cultural Journalism	3
JOURN 2200	Audiences and Persuasion	2
JOURN 3000	History of American Journalism	3
	or JOURN 4568W History of Photojournalism - Writing Intensive	
JOURN 4000	Communications Law	3
JOURN 4160	Social Media	1
JOURN 4200	Principles of Strategic Communication	3
<b>Career Path</b>		<b>6</b>
JOURN 4204	Introduction to Strategic Writing and Design	3
JOURN 4952	Strategic Communication Research I	3
<b>Specialty Areas (choose from several)</b>		<b>15</b>
Accelerated Graduate Program, Account Management, Art Direction, Arts and Culture Journalism, Audience Experience, Broadcast, Business Journalism, Copywriting, Cross-Platform Editing and Producing, Design, Digital Strategy, Documentary Journalism, Editing, Government Journalism, Innovation and Technology, International Journalism, Investigative and Data Journalism, Magazine Writing, Media Planning, Novak Leadership, Photojournalism Stills and Video, Podcasting, Public Relations, Print and Digital Reporting, Reporting and Writing, Science, Health, and Environment, Social and Audience Strategy, Social Leadership, Sports and Entertainment Promotion, Sports Journalism, Strategic Communication Research, Strategic Communication Visual Storytelling, Visual Editing and Management		
<b>Capstone</b>		
JOURN 4970W	Strategic Campaigns - Writing Intensive	3
<b>Non-Journalism Electives from the areas below:</b>		<b>28</b>
(Must be numbered 2000 or above)		
<b>Area 1</b>		<b>3</b>
Students choose from one of these areas: Animal Science, Anthropology, Astronomy, Atmospheric Science, Biochemistry, Biology, Chemistry, Computer Science, Environmental Science, Food Science, Geology, Mathematics, Physics, Plant Science, Psychology, Rural Sociology, Sociology or Statistics.		
Honor's College students can also choose from: GN_HON 2243H, GN_HON 2310H, GN_HON 2430H, GN_HON 2244H, GN_HON 2450H, GN_HON 2461H, GN_HON 2462H, GN_HON 3210H, GN_HON 3241H, GN_HON 3242H, GN_HON 3450H.		
<b>Area 2</b>		<b>6</b>
MRKTNG 3000	Principles of Marketing	3
Students choose three credit hours from the following areas:		<b>3</b>
Agribusiness Management, Black Studies, Economics, Geography, History, Peace Studies, Political Science, and Women's and Gender Studies.		
Honor's College students can also choose from: GN_HON 2230H, GN_HON 2245H, GN_HON 2246H, GN_HON 3230H.		
<b>Area 3</b>		<b>6</b>
Students choose from the following areas: Ancient Mediterranean Studies, Arabic, Architectural Studies, all Art prefixes, Chinese, Communication*, English*, Film Studies*, French, German, Greek, Hebrew, Italian, Japanese, Korean, Latin, all Music prefixes, Philosophy, Portuguese, Religious Studies, Russian, South Asia Studies, Spanish, Theater, and Visual Studies- Art History		

Honor's College students can also choose from: GN\_HON 2015H, GN\_HON 2111H, GN\_HON 2112H, GN\_HON 2113H, GN\_HON 2114H, GN\_HON 2117H, GN\_HON 2120H, GN\_HON 3112H, GN\_HON 3113H, GN\_HON 3120H

<b>Area 4</b>	<b>13</b>
Students in Strategic Communication must complete three credit hours of Marketing in addition to MRKTNG 3000. Minimum grade of C- is required.	3
Any non-journalism course*	10

^ See your advisor for additional choices to fulfill this requirement

## General Electives

Electives may be necessary to complete a minimum of 72 credits of non-journalism classes and 120 total credits. Any course acceptable to the School of Journalism is allowed.

\*Some courses are prohibited in the Bachelor of Journalism. Students should consult with their academic advisor for questions regarding courses in these areas.

## Semester Plan

The following four-year plan is a sample. A student's path to graduation may vary based on a host of factors. Working with an academic advisor is necessary to determine the best plan for each student.

First Year			
Fall	CR	Spring	CR
ENGLISH 1000		3 Foreign Language II	4
Foreign Language I		4 JOURN 1100	3
Math and Quantitative Reasoning		3 Science	3
JOURN 1200		2 JOURN 1400	2
JOURN 1300		2 HIST 1100 or 1200	3
	14		15
Second Year			
Fall	CR	Spring	CR
Foreign Language III		4 ECONOM 1000	5
Behavioral Science		3 JOURN 2000	3
Non-Lab Science		3 Lab Science	3
JOURN 2200		2 JOURN 4200	3
Humanities		3	
JOURN 4160		1	
	16		14
Third Year			
Fall	CR	Spring	CR
JOURN 4204		3 Journalism Specialty	6
JOURN 4952		3 JOURN 3000 or 4000	3
MRKTNG 3000		3 Non-Journalism	6
Non-Journalism		3	
POL_SC 1100		3	
	15		15
Fourth Year			
Fall	CR	Spring	CR
Journalism Specialty		6 JOURN 4970	3
Non-Journalism		6 Non-Journalism	10

MRKTNG course	3 Journalism Specialty	3
	15	16

Total Credits: 120