COMMUNICATIONS/JOURNALISM – B.A. #
Electronic Media, Print Media, & Public Relations Professional Emphases

General Education Requirements
I. Required Skills and Competencies 16 cr
___ ENG 106 Writing Intensive First Year Seminar OR
ENG 110 Advanced Placement Writing (3 cr)
May need ENG 050 Basic Writing first, based on test results.
___ HCS 100 Intro to Human Communication (3 cr)
___ Mathematical Competency-Required
MAT 117 Applied Statistics (4 cr)
___ HIS 105 Historical Foundations of Global Cultures (3 cr) AND
___ HIS 106 Thinking Historically in a Global Age (3 cr)
II. Categories of Knowledge 33 cr
A: Logic/Numbers for Rational Thinking (3 cr)
___ ______________________________

B: Literary, Artistic & Cultural Traditions (9 cr)
___ ______________________________
___ ______________________________
___ ______________________________

C: Biological & Physical Sciences (9 cr)
___ ______________________________
___ ______________________________
___ ______________________________

D: Political, Economic & Geographic Science (6 cr)
___ ______________________________
___ ______________________________

E: Social & Behavioral Science (6 cr)
___ ______________________________

## B.A. students must satisfy the Novice level competency in a foreign language.
This is accomplished via 3 years of the same language in high school, an AP score
of at least 2, or the completion of a 103 level course. Three credits of a foreign language
may count under category B.

III. Library Skills Completed via College/Advanced Writing course

IV. Communications/Journalism Major
Note: Students take 42 credits to complete the major.
Communications/Journalism Core 15 cr
Students must complete the following core courses with “C” grades or
better before taking any other Comm/Journ course:
___ COM 111 Introduction to Mass Communication (3 cr)
___ COM 112 Media Writing (3 cr)
Students in the program need appropriate prerequisites and class standing before
taking advanced Comm/Journ courses.
___ COM 245 Diversity & the Media (3 cr)
___ COM 345 Communication Law and Ethics (3 cr) Jr./Sr. standing
___ COM 355 Comm/Journ. Professional Practicum (3 cr) Jr. standing
(prereq. COM 201 & 241, or 285 & 293, or 224 & 284)
Professional Emphasis 12 credits in one of the following areas: 12 cr
Electronic Media
___ COM 224 Electronic Media Writing (3 cr)
___ COM 284 Electronic Media Basic Production (3 cr)
___ COM 424 Electronic Media Producing & Performance (3 cr)
___ COM 484 Electronic Media Programming & Management (3 cr)
Print Media
___ COM 285 News Writing & Reporting (3 cr)
___ COM 293 Editing (3 cr)
___ COM 375 Public Affairs Reporting (3 cr)
___ COM 478 Digital Journalism (3 cr)
Public Relations
___ COM 201 Principles of Public Relations (3 cr)
COM 241 Public Relations Writing (3 cr)  
COM 381 Promotional Publication Design (3 cr)  
COM 432 Public Relations Research & Campaigns (3 cr)  
(Prereq: COM 201; 241; 201; 355) (Snr. only)

Communications/Journalism Electives 6-12 cr
Students will choose from 6 -12 credits to complete their major.
Choose courses from the other Professional Emphases and from the courses below:

- COM 290 Advertising Copywriting (3 cr)
- COM 305 Sports Journalism (3 cr) (prereq. COM 245)
- COM 335 Media Advertising & Sales (3 cr)
- COM 360 Basic Digital Photographic Communication (3 cr)
- COM 362 Photojournalism (3 cr)

The following courses require junior or senior status:

- COM 395 Internship I (3 cr)
- COM 410 Women & the Media (3 cr)
- COM 425 Feature Writing (3 cr)
- COM 451 Electronic Field Productions (3 cr) (Prereq. COM 224; 284)
- COM 452 Multimedia Journalism (3 cr) (Prereq. COM 224; 284)
- COM 460 Case Studies in Public Relations (3 cr)
- COM 470 Advanced Digital Photographic Communication (3 cr)
- COM 476 Magazine Design (3 cr)
- COM 481 Digital Media Design (3 cr)
- COM 482 Internet Communication (3 cr)
- COM 490, 491, 492 Selected Topics in Comm./Journalism (3 cr)

Free Electives 29 cr
These courses can be from any academic area outside of Comm./Journ.

Total Graduation Requirements 120 cr

GPA Needed to Declare: 2.3

Helpful Hints for Advising:
Semester I COM 111 Introduction to Mass Communication
Semester II COM 112 Media Writing
As part of the COM 112 Media Writing course, a grammar/style proficiency exam is given to all students. This exam must be passed with a score of 70 or better to pass the course and stay in the major/minor. Students are permitted to take the exam no more than two times. COM 112 must be taken at Shippensburg University.

Only current majors or minors may schedule Comm/Journ courses without departmental permission.

Above average writing skills are needed in this major and students are highly encouraged to take courses that will enhance these skills.

A professional internship is strongly recommended. One to three internship credits may be scheduled by qualified juniors or seniors who meet the department standards and who have obtained written approval from the department internship coordinator. Each internship credit is equivalent to 40 hours of work on site.

Only 12 credits of transfer credit may be counted as part of the major.
A Comm/Journ minor is available 18 cr. Note: this department does not permit any transfer courses to be counted in the minor.