

# Media and Journalism

COMMONWEALTH UNIVERSITY

## Bachelor of Arts (BA)

### Concentrations: Emergent Media, Journalism, Media Production, Strategic Communications/Public Relations

This degree map is based on the 2023-24 Academic Catalog and is subject to change. Students should meet with their academic advisor each semester and use Degree Works to monitor their individual progress toward degree completion. The time it takes to earn a degree will vary based on several factors including summer/winter enrollment, dual enrollment and number of courses successfully completed each semester. We recommend taking a minimum of 15 credits each fall and spring semester.

### Sample 4-Year Plan

#### First Year

Fall Courses	Credits	Spring Courses	Credits
MEDJ 110 Intro to Mass Communications	3	MEDJ 190 Writing for the Mass Media	3
Writing General Education Course	3	MEDJ 120 Intro to Emergent Media	3
COMM 101 Public Speaking (Oral Communications General Education)	3	MEDJ 270 Digital Video Production	3
General Education Course – First Year Seminar	3	MEDJ 250 Public Relations Theory & Practice	3
Quantitative General Education Course	3	Natural World & Technologies General Education Course	3
Semester Total	15	Semester Total	15

#### Second Year

Fall Courses	Credits	Spring Courses	Credits
MEDJ 240 News and Democracy	3	MEDJ Concentration Elective	3
MEDJ Concentration Elective	3	MEDJ Concentration Elective	3
MEDJ Concentration Elective	3	MEDJ Concentration Elective	3
Creativity & Expression General Education Course	3	Natural World & Technologies General Education Course	3
History General Education Course	3	Citizenship & Responsibility General Education Course	3
Semester Total	15	Semester Total	15

#### Third Year

Fall Courses	Credits	Spring Courses	Credits
MEDJ 390 Media Law & Ethics	3	MEDJ 391 Research Methods in Mass Communication	3
MEDJ Concentration Elective	3	MEDJ Concentration Elective	3
Literature General Education Course	3	Interconnections General Education Course	3
Citizenship & Responsibility General Education Course	3	Natural World & Technologies General Education Course	3
Elective	3	Elective	3
Semester Total	15	Semester Total	15

#### Fourth Year

Fall Courses	Credits	Spring Courses	Credits
MEDJ 497 Capstone (Senior Seminar)	3	MEDJ 498 Internship in Mass Communications	3
MEDJ Concentration Elective	3	MEDJ Concentration Elective	3
Creativity & Expression General Education Course	3	Interconnections General Education Course	3
Interconnections General Education Course	3	Elective	3
Elective	3	Elective	3
Semester Total	15	Semester Total	15

#### Winter/Summer College - Optional

While not required, Winter and Summer sessions are offered each year and may help you stay on track or get ahead. You may take up to seven (7) credits during Winter College and up to 14 credits during Summer College.

## Curriculum Checklist

### Mass Media & Journalism Foundation- Students take each of these (30)

- \_\_\_ MEDJ 110 Introduction to Mass Communications (3)
- \_\_\_ MEDJ 120 Introduction to Emergent Media (3)
- \_\_\_ MEDJ 190 Writing for the Mass Media (3)
- \_\_\_ MEDJ 240 News & Democracy (3)
- \_\_\_ MEDJ 250 Public Relations Theory & Practice (3)
- \_\_\_ MEDJ 270 Digital Video Production (3)
- \_\_\_ MEDJ 390 Media Law & Ethics (3)
- \_\_\_ MEDJ 391 Research Methods in Mass Communication (3)
- \_\_\_ MEDJ 497 Capstone (Senior Seminar) (3)
- \_\_\_ MEDJ 498 Internship in Mass Communications Capstone (3)

### Media & Journalism Concentration Electives – (students take a minimum of 12 of these)

#### A. Emergent Media

- \_\_\_ MEDJ 220 Introduction to Multimedia (3)
- \_\_\_ MEDJ 221 Podcasting and Social Media (3)
- \_\_\_ MEDJ 222 Introduction to Visual Communication (3)
- \_\_\_ MEDJ 320 Social Media Analytics (3)
- \_\_\_ MEDJ 420 Emergent Media Workshop

#### B. Journalism

- \_\_\_ MEDJ 241 Multimedia Journalism (3)
- \_\_\_ MEDJ 340 Storytelling for Journalism (3)
- \_\_\_ MEDJ 241 Advanced News Journalism (3)
- \_\_\_ MEDJ 440 Journalism Workshop (3)
- \_\_\_ MEDJ 441 In Print: Publication from Concept to Design (3)

#### C. Media Production

- \_\_\_ MEDJ 370 Advanced Digital Video Production (3)
- \_\_\_ MEDJ 371 Digital Video Editing (3)
- \_\_\_ MEDJ 372 Audio Storytelling (3)
- \_\_\_ MEDJ 373 Visual Storytelling (3)
- \_\_\_ MEDJ 470 Media Production Workshop (3)
- \_\_\_ MEDJ 471 Advanced Video Editing (3)

#### D. Public Relations/ Strategic Communications

- \_\_\_ MEDJ 350 Public Relations Tactics (3)
- \_\_\_ MEDJ 351 Writing for Public Relations (3)
- \_\_\_ MEDJ 352 Strategic Communications (3)
- \_\_\_ MEDJ 450 Public Relations Workshop (3)
- \_\_\_ MEDJ 451 Public Relations Cases & Problems (3)

#### General Electives

- \_\_\_ MEDJ 210 Cinema Appreciation (3)
- \_\_\_ MEDJ 310 Sport, Media & Society (3)
- \_\_\_ MEDJ 315 Media Programming and Management (3)
- \_\_\_ MEDJ 410 Media & Culture (3)

**Total Credits Required for the Major (42 credits)**

## General Education Requirements (45 credits)

*Note: Some requirements may be fulfilled by coursework in your major program including directed Gen Ed courses noted below*

- Foundations (15 credits)
- Interconnections (9 credits)
- Citizenship & Responsibility  
(6 credits from at least two goals)
- Natural World & Technologies (9 credits)
- Creativity & Expression (6 credits)

## Degree Requirements

All students must obtain a minimum of 120 credits, complete all General Education requirements, and all requirements for the selected major. Meet with your advisor and consult Degree Works to monitor your progress and for all graduation requirements.

*A minimum GPA of 2.0 in the major and overall are required.*

## Campus Locations

- |                   |  |
|-------------------|--|
| <b>Bloomsburg</b> | <input type="checkbox"/> Online; <input checked="" type="checkbox"/> In-person; <input type="checkbox"/> Blended |
| <b>Lock Haven</b> | <input type="checkbox"/> Online; <input checked="" type="checkbox"/> In-person; <input type="checkbox"/> Blended |
| <b>Mansfield</b>  | <input type="checkbox"/> Online; <input checked="" type="checkbox"/> In-person; <input type="checkbox"/> Blended |
| <b>Clearfield</b> | <input type="checkbox"/> Online; <input type="checkbox"/> In-person; <input type="checkbox"/> Blended            |