



This degree requires a minimum of 122 credit hours to graduate (at least 45 credit hours must be upper-division, 300 or 400-level) and a cumulative GPA of 2.0. A minimum of 30 credit hours must be earned at Park.

## DEPARTMENT OF COMMUNICATION, JOURNALISM AND PUBLIC RELATIONS

Catalog AY17-18

### MAJOR MAP

#### BACHELOR OF ARTS IN MULTIMEDIA JOURNALISM AND PUBLIC RELATIONS

**Purpose Statement:** This degree equips students to... for professional work in public communication, journalism or public relations, or professional work combining these areas, or for professional or private work in new communication technologies and formats as they emerge, for understanding the symbolic environment, for creative expression publicly and privately, for ethical decision making both personal and applied to the profession, for working to change these professions for good, for active participation in their communities, and, in the spirit of the liberal arts, for life.

	Credit Hours
<b>University Graduation Requirements – BA</b>	
LE 100, First-Year Seminar ( <i>first-time freshman only; waived for transfer students</i> )	3
Writing Competency Test ( <i>see <a href="http://www.park.edu/asc">www.park.edu/asc</a> for more information</i> )	P/F
EN 306, Professional Writing in the Disciplines, or departmental equivalent ( <i>prerequisites: WCT</i> )	3
Modern Language ( <i>Completion of two, 4-hour elementary level modern language courses; or the second 4-hour elementary course and one, 3-hour intermediate course; or one, 3-hour intermediate course. Students are encouraged to take a placement test if they completed two or more years of language study in high school; AP credit may apply.</i> )	3-8
<b>University Liberal Education Requirements</b>	
EN 105, First-Year Writing Seminar I	3
EN 106, First-Year Writing Seminar II ( <i>Prerequisites: EN 105 or equivalent</i> )	3
CA 103, Oral Communication; CA 105, Introduction to Human Communication; <i>or</i> TH 105, Oral Communication	3
CS 140, Introduction to Computers; <i>or</i> higher; <i>or</i> departmental equivalent	3
MA 120, Basic Concepts of Statistics; MA 135, College Algebra; <i>or</i> higher	3
Lab Science	4
LE Natural and Physical Science Elective ( <i>except computer science</i> )	3
LE Social Science Elective	3
LE Social Science Elective	3
LE Arts & Humanities Elective	3
LE Arts & Humanities Elective	3
LE 300, Seminar in Integrative and Interdisciplinary Learning	3
Citizenship Requirement (PO 200, 210, HIS 111, 112, OR 113)	3
Ethics Requirement (PH 102, PH 221, <i>or</i> PH 308)	3

#### Recommended Schedule

First Year – Fall	First Year – Spring
CA202 Fundamentals of Writing for Media (Typically Fall Semester)	CA218 Public Relations (Typically Spring Semester) CA241 Photography I (Typically Fall and Spring)

This guide is not a substitute for academic advisement.

CA224 Digital Skills for Media (Typically Fall and Spring Semesters) CA241 Photography I (Typically Fall and Spring Semesters)	Semesters) Citizenship Requirement Ethics Requirement
<b>Second Year – Fall</b>	<b>Second Year – Spring</b>
CA203 Multimedia Practicum I: Content Development (Typically Fall and Spring Semesters) CA316 Writing and Reporting On Multiple Platforms (Typically Fall Semester)	CA326 Editing and Design for Media and Public Relations (Typically Spring Semester) CA303 Multimedia Practicum II: Editing and Strategic Communication (Typically both Fall and Spring Semesters) CA324 Advanced Multimedia Production (Typically Spring Semester)
<b>Third Year – Fall</b>	<b>Third Year – Spring</b>
CA302 Communication Ethics (Typically Fall and Spring Semesters) CA322 Media Analysis and Criticism (Typically Fall Semester) LE300-O Peace Journalism (An LE 300 Is Required For All Students; This Particular Course Is Highly Recommended For All Multimedia Journalism and Public Relations Majors)	CA319 Writing For Features, Documentary and Public Relations (Typically Spring Semester) CA302 Communication Ethics (Typically Fall and Spring Semesters) LE300-O Peace Journalism (An LE 300 Is Required For All Students; This Particular Course Is Highly Recommended For All Multimedia Journalism and Public Relations Majors)
<b>Fourth Year – Fall</b>	<b>Fourth Year – Spring</b>
CA320 Global and Civic Reporting CA348 Theories of Communication CA404 Multimedia Practicum III: Major Project in Journalism, Photography or Public Relations (Either Semester of the Senior Year)	CA382 Research Methods CA404 Multimedia Practicum III: Major Project in Journalism, Photography or Public Relations (Either Semester of the Senior Year) Senior portfolio