

DEPARTMENT OF COMMUNICATION, JOURNALISM AND PUBLIC RELATIONS

Catalog AY18-19

MAJOR MAP

BACHELOR OF ARTS IN MULTIMEDIA JOURNALISM AND PUBLIC RELATIONS

Purpose Statement: This degree equips students 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
University Graduation Requirements – BA	
LE 100, First-Year Seminar (<i>first-time freshman only; waived for transfer students</i>)	3
Writing Competency Test (<i>see www.park.edu/qsc 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
University Liberal Education Requirements	
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; or TH 105, Oral Communication	3
CS 140, Introduction to Computers; or higher; or departmental equivalent	3
MA 120, Basic Concepts of Statistics; MA 135, College Algebra; or 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
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LE 300, Seminar in Integrative and Interdisciplinary Learning	3
Citizenship Requirement (PO 200, 210, HIS 111, 112, OR 113)	3
Ethics Requirement (CA302, PH 102, PH 221, or PH 308)	3

Recommended Schedule

Year 1:

CA202 Fundamentals of Writing for Media (Typically Fall)

CA224 Digital Skills for Media (Typically Fall and Spring)

CA241 Photography I (Typically Fall and Spring)

LE100

EN105

EN106

Oral Communication requirement

Citizenship requirement

LE requirements to round out hours

Year 2:

CA218 Public Relations (Typically Fall)

CA203 Multimedia Practicum 1: Content Development (Fall and Spring)

CA316 Writing and Reporting on Multiple Platforms (Typically Fall)

CA326 Editing and Design for Media and Public Relations (Typically Spring)

CA324 Advanced Multimedia Production (Typically Spring)

LE requirements to round out hours

Year 3:

CA303 Multimedia Practicum 2: Editing and Strategic Communication (Fall and Spring)

CA302 Communication Ethics (Fall online, Spring in person)

CA322 Media Analysis and Criticism (Typically Fall)

CA319 Writing for Features, Documentary and Public Relations (Typically Spring)

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)

LE requirements to round out hours

Year 4:

CA320 Global and Civic Reporting (Typically Fall)

CA348 Theories of Communication

CA382 Research Methods

CA404 Multimedia Practicum 3: Major Project in Journalism, Photography or Public Relations (Typically Fall and Spring)

LE requirements to round out hours

Senior portfolio (graduation requirement)