

JOURNALISM AND MASS COMMUNICATIONS (BA)

The major in Journalism and Mass Communications is designed to prepare students for entry-level positions in reporting, multi-media reporting, digital media production, public relations, photography, web design, strategic communication, and advertising. The major is also an excellent preparation for graduate study in communications or journalism.

Students become active decision-makers in producing the student-run publications *The Circuit* and *bccircuit.com* (student news), and *The Raven* (the college yearbook), as part of their practicum experiences.

International Students

The JMC department welcomes and encourages international students (students whose primary language is not English) to seek a major or minor in the department. However, because of the intensive language requirements, all international students must submit proof of language proficiency to the department before taking writing courses or declaring a major or minor in Journalism and Mass Communications. International students are required to declare a major/minor before the start of their second semester in the program. Language proficiency is met by achieving the appropriate score as required by the college for admission. (See section of catalog titled International Students.)

Program Mission

The mission of the Journalism and Mass Communications Program is to educate professional communicators in the applied skills of written, oral, and visual communications who can think critically and creatively and understand the legal and ethical responsibilities of their field.

Program Outcomes

1. Graduates will be able to critically analyze media messages for accuracy, credibility, and bias.
2. Graduates will be able to write clearly and concisely for the appropriate application, e.g. news, public relations, marketing, promotions.
3. Graduates will be able to communicate visually through photography as well as digital and print design.
4. Graduates will be able to develop an effective communication strategy and produce media that clearly and concisely communicate a message to a specific target audience.
5. Graduates will be able to work in a diverse, multicultural, globally connected society.

Program Requirements

To earn a Bachelor of Arts in Journalism and Mass Communications, students must complete 43 hours of department curriculum: 25 hours of core courses; 15 hours of electives and 2 practicums. Electives may come from lower- or upper-division courses and are generally chosen based on the student's interests. Students may substitute one elective from the approved list of outside electives. A C-minus or better must be earned in all Journalism and Mass Communications Department courses with a total GPA of 2.0 in the major.

Code	Title	Hours
Core Courses (25 hours)		
MCOM-1000	Media & Society	3
MCOM-1500	Digital Media Foundations	3
MCOM-2000	Strategic Communications	3
MCOM-2610	Digital Photography I	4
MCOM-1610	Layout & Design	3
JOUR-2620	New Writing I	4
JOUR-3300	News Writing II	3
JOUR-3350	Copy Editing	1
MCOM-4090	Senior Seminar	1
MCOM-COMP	Senior Comprehensive Exam	0
Practicums		
Select two of the following: ¹		3-6
JOUR-1200	News Practicum	
JOUR-1210	News Practicum	
JOUR-2200	News Practicum	
JOUR-2210	News Practicum	
JOUR-3210	New Practicum	
JOUR-4200	News Practicum	
JOUR-4210	News Practicum	
MCOM-1200	Yearbook Practicum	
MCOM-1210	Yearbook Practicum	
MCOM-2200	Yearbook Practicum	
MCOM-2210	Yearbook Practicum	
MCOM-3200	Yearbook Practicum	
MCOM-3210	Yearbook Practicum	
MCOM-3225	Publication Practicum 1	
MCOM-4200	Yearbook Practicum	
MCOM-4210	Yearbook Practicum	
MCOM-3220	Publication Practicum 1	
MCOM-4220	Publication Practicum 2	
JOUR-4220	Publication Practicum 2	
JOUR-3225	Publication Practicum I	
Internship		
While internships are not required for the degree plan, they are highly recommended. All internships for academic credit must be approved by the department chair prior to its beginning and must be registered during the timeframe the internship occurs.		
Electives		
Select 15 hours of the following:		15
MCOM-2600	Principles of Visual Communications	
MCOM-1030	Introduction to Cinema	
MCOM-2500	Web Design I	
MCOM-2620	Video Production I	
MCOM-3310	Art of Presentation	
MCOM-3680	Sports Broadcasting I	
MCOM-3600	Signs & Symbols	
JOUR-4300	Adv Report/Print	
JOUR-4340	Feature Writing	
MCOM-3610	Digital Photography II	
MCOM-1980/2980	Special Topic	
JOUR-1980/2980	Special Topic	

MCOM-4040	Christianity in Mass Media
MCOM-4680	Sports Broadcasting II
JOUR-4750	Mass Media Law & Ethics
MCOM-4990	Independent Study
JOUR-4990	Independent Study
Outside Electives	
Majors may substitute one of the following courses from outside the department as part of their 15 hours of electives. These courses do not apply to the minor.	
MKTG-3100	Principles of Marketing
ART-2300	Graphic Design I
Total Hours	43-46

¹ A student may take any combination of yearbook or news practicums to satisfy this requirement.

Suggested Sequence of Courses for a Bachelor of Arts Degree in Journalism and Mass Communications

Course	Title	Hours
Freshman Year		
First Semester		
ENGL-1010	English Composition	3
THEO-1100	Introduction to Theology	3
Foreign Language		4
GNST-1000	BC Experience	1
MCOM-1000	Media & Society	3
MCOM-1500	Digital Media Foundations	3
Hours		17
Second Semester		
SOCI-1000	Introduction to Sociology	3
Foreign Language		4
PHIL-1750	Principles of Nature	3
MCOM-1610	Layout & Design	3
MCOM-2000	Strategic Communications	3
Hours		16
Sophomore Year		
First Semester		
MCOM/JOUR Elective		3
General Education Elective		6
JOUR-2620	New Writing I	4
MCOM-2610	Digital Photography I	4
Hours		17
Second Semester		
General Education Electives		6
Philosophical Inquiry Foundation		3
MCOM Elective		3
JOUR-3300	News Writing II	3
EXSC Fitness Course		1
Hours		16

Junior Year

First Semester

General Education Elective		3
MCOM/JOUR Electives		6
Natural World Foundation		4
Practicum		2
JOUR-3350	Copy Editing	1
Hours		16

Second Semester

Philosophical Inquiry Foundation		3
MCOM/JOUR Electives		6
Faith Foundation		3
General Education Elective		3
EXSC-1115	Wellness for Life	1
Hours		16

Senior Year

First Semester

MCOM/JOUR Elective		3
Faith Foundation		3
General Electives		6
Practicum		2
Elective		3
Hours		17

Second Semester

MCOM/JOUR Electives		6-9
General Electives		9
MCOM-4090	Senior Seminar	1
MCOM-COMP	Senior Comprehensive Exam	0
Hours		16-19
Total Hours		131-134