Curriculum Structure
Journalism Concentration

Communication core – 12 credits
Foundations in Journalism block – 12 credits
Professional Emphasis block – 12 credits
Electives or Minor – 12 credits

Total – 48 credits

Communication core (12 credits)
COMM 101 – Intro to Communication (3 credits)
COMM 201 – Theories of Communication (3 credits)
COMM 301 – Communication Research (3 credits)
COMM 401 – Critical-Cultural Studies in Communication (3 credits)

Foundations in Journalism block (12 credits)
JRNL 250 – Journalism and Society (3 credits)
JRNL 313 – Fundamentals of Journalism (3 credits)
JRNL 315 – Advanced Reporting in a Diverse World (3 credits)
JRNL 430 – Investigative and Computer Assisted Reporting (3 credits)

Professional Emphasis block (12 credits)
COMM 121 – Intro to Media Arts Production (3 credits)
WRIT 317 – Editing for Publication (3 credits) or ITEC 356 – Desktop Publishing (3 credits) or
COMM 380 – Writing for Digital Media (3 credits)
JRNL 328 – Ethics in Digital Media and Journalism (3 credits) or COMM 206 – Communication and Media Law (3 credits)
COMM 300 – Internship (3 credits of internship experience) or COMM 498 – Independent Study (3 credits)

Choose either 12 credits in electives or a minor. JRNL students are advised to give consideration to a minor in Media Arts Production, a double concentration in Strategic Public Relations, or a minor in Sports Studies (pending creation)

Electives
COMM 251 – Public Relations I: Introduction to Principles and Theory (G1) (3 credits)
COMM 320 – Radio Production (3 credits)
COMM 321 – TV Production (3 credits)
COMM 322 – Media Aesthetics and Analysis (3 credits)
COMM 323 – Producing for Digital Media (3 credits)
COMM 326 – Media Writing (3 credits)
COMM 330 – Media and Women’s Culture (3 credits)
COMM 333 – Gender and Communication (3 credits)
COMM 337 – Documentary Filmmaking I: Concepts (D) (3 credits)
COMM 351 – Public Relations II: Public Relations Writing (G1) (3 credits)
COMM 380 – Digital Media Writing (3 credits)
COMM 390 – Social Media Campaigns (3 credits)
COMM 300/400 – Internship (3 credits)
COMM 420 – Advanced Radio Production (3 credits)
COMM 421 – Advanced TV Production (3 credits)
COMM 425 – Broadcast News Reporting (3 credits)
COMM 429 – Special Topics (e.g. Sport Communication) (3 credits)
COMM 437 – Documentary Filmmaking II (3 credits)
COMM 440 – Leadership and Media (3 credits)
COMM 441 – Political Communication (3 credits)

WRIT 318 – Web Writing (recommended for AW credit) (3 credits)
WRIT 340 – Visual Rhetoric (3 credits)

ENTR 370 – Media Entrepreneurship (W) (3 credits)

JRNL 327 – Feature Writing
MILLERSVILLE UNIVERSITY

Student Name: ___________________________ Student I.D. #: ______________

DEGREE: BS MAJOR REQUIREMENTS FOR A BS DEGREE IN SPEECH COMMUNICATION:
MAJOR: SPCM Journalism
OPTION: JRNL Total credit hours required: 120.0 minimum

REQUIREMENTS AND POLICIES FOR THE SPEECH COMMUNICATION MAJOR

A. Policies for Admission to the Major
1. New students (freshman and transfers) must be admitted to the Speech Communication major by the Office of Admissions upon admission to the University.
2. Admission into the Speech Communication major from other departments is upon signature of the chairperson of the Communication and Theatre Department.
3. Non-degree and continuing education students must be admitted to the Speech Communication major by the Office of Admissions.

B. Policies for Retention in the Major
1. University requirements for retention:
2. Students must earn a C- or higher in COMM 101 and 201 to remain a major.
3. Students' progress in the major will be reviewed no later than the semester following the completion of 60 hours. Students in the major must attain a 2.5 QPA in the major in order to be retained in the major.
   A. Any student failing to maintain a 2.5 QPA in the major will be placed on probation-in-the-major.
   B. If a student fails to achieve a 2.5 QPA or above in the subsequent semester in the major, the student will be removed from the major.
   C. Students desiring reconsideration may appeal directly to the Department Chair.

C. Policies for Completion of the Major
1. Completion of University curricular requirements.
2. Students must earn a 1.87 (C-) in each core course (COMM 101, 201, 301, and 401) before taking the next highest core course.

Note to the student: This form is provided as a guide. It is your responsibility to consult regularly with your advisor to be aware of the changes and curriculum details which are not incorporated on this form.