

# JOURNALISM (BS)

## Degree Requirements and Curriculum

In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (<https://catalog.calpoly.edu/academic-standards-policies/general-requirements-bachelors-degree/#generaleducationtext>) section of this catalog, including:

- 40 units of upper-division courses
- 2.0 GPA
- Graduation Writing Requirement (GWR)
- U.S. Cultural Pluralism (USCP)

Note: Up to 3 units of credit/no credit grading may be selected for courses in Major or Support. In addition, no more than 12 units of cooperative or internship courses can count towards your degree requirements

Code	Title	Units
<b>MAJOR COURSES</b>		
JOUR 1102	Introduction to Journalism	1
JOUR 2203	News Reporting and Writing	3
JOUR 2219 or JOUR 3319	Mass Media in a Cross-Cultural Society Global Communication	3
JOUR 2228	Media, Self and Society (4B) <sup>1</sup>	3
JOUR 2285	Introduction to Multimedia Journalism	3
JOUR 3300	Public Relations	3
JOUR 3302	Mass Media Law	3
JOUR 3303	Video Storytelling	3
JOUR 3305	Journalism Ethics	3
JOUR 3334	Editing for Online and Print Publication	3
JOUR 3390	Visual Communication for the Mass Media	3
JOUR 4444	Media Internship	2
Journalism Electives		
Select any JOUR courses <sup>2</sup>		9
<b>Concentration or Individualized Course of Study</b>		
(See list of Concentrations and Individualized Course of Study below)		15
<b>SUPPORT COURSES</b>		
Select from the following: (2) <sup>1</sup>		3
STAT 1000	Statistical and Data Literacy	
STAT 1110	Applied Statistical Concepts and Methods	
STAT 1210	Business Statistics I	
<b>GENERAL EDUCATION (GE)</b>		
(See GE program requirements below)		37
<b>FREE ELECTIVES</b>		
Free Electives <sup>3</sup>		23
<b>Total Units</b>		<b>120</b>

<sup>1</sup> Required in Major or Support; also satisfies General Education (GE) requirement.

<sup>2</sup> Courses can only be used once for major degree credit.

<sup>3</sup> If a General Education (GE) course is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.

## Concentrations Media Innovation

Code	Title	Units
<b>REQUIRED COURSES</b>		
JOUR 3350	Data Journalism	3
JOUR 3345 or JOUR 3310	Social Media for Strategic Communication Advanced Digital Journalism	3
JOUR 3352 or JOUR 3353	Advanced News Reporting Practicum Advanced Broadcast Journalism Practicum	3
JOUR 3385	Media Innovation and Entrepreneurship	3
JOUR 4462	Senior Project: Media Practicum	3
<b>Total Units</b>		<b>15</b>

## News

Code	Title	Units
<b>REQUIRED COURSES</b>		
JOUR 3304	Public Affairs Reporting	3
JOUR 4462	Senior Project: Media Practicum	3
Select from the following:		9
Writing/Digital Path		
JOUR 3307	Feature Writing	
JOUR 3350	Data Journalism	
JOUR 3352	Advanced News Reporting Practicum	
Audio/Visual Path		
JOUR 3333	Broadcast News	
JOUR 3353	Advanced Broadcast Journalism Practicum	
JOUR 3338 or JOUR 3346 or JOUR 3348 or JOUR 3378	Podcasting Broadcast Announcing and Production Video News Gathering Advanced Sportscasting	
<b>Total Units</b>		<b>15</b>

## Public Relations

Code	Title	Units
<b>REQUIRED COURSES</b>		
JOUR 3313	Public Relations Campaigns	3
JOUR 3342	Public Relations Writing and Editing	3
Select from the following:		3
JOUR 3314	Public Relations and Crisis Management	
JOUR 3315	Public Relations and Advertising Production	
JOUR 3345	Social Media for Strategic Communication	
JOUR 3347	Public Relations Research	3
JOUR 4464	Senior Project: Public Relations Practicum	3
<b>Total Units</b>		<b>15</b>

## Individualized Course of Study

Code	Title	Units
<b>REQUIRED COURSES</b>		
Writing Intensive		
Select from the following:		3
JOUR 3307	Feature Writing	
JOUR 3333	Broadcast News	

JOUR 3342	Public Relations Writing and Editing	
Research		
Select from the following:		3
JOUR 3304	Public Affairs Reporting	
JOUR 3347	Public Relations Research	
JOUR 3385	Media Innovation and Entrepreneurship	
Media Technology		
Select from the following:		3
JOUR 3306	Copyright, Trademark, Patent, and Commercial Speech in Digital Media	
JOUR 3310	Advanced Digital Journalism	
JOUR 3314	Public Relations and Crisis Management	
JOUR 3315	Public Relations and Advertising Production	
JOUR 3331	Contemporary Advertising	
JOUR 3338	Podcasting	
JOUR 3345	Social Media for Strategic Communication	
JOUR 3346	Broadcast Announcing and Production	
JOUR 3348	Video News Gathering	
JOUR 3350	Data Journalism	
JOUR 3378	Advanced Sportscasting	
JOUR 3387	Sports Communication	
Media Practicum		
Select from the following:		3
JOUR 3313	Public Relations Campaigns	
JOUR 3352	Advanced News Reporting Practicum	
JOUR 3353	Advanced Broadcast Journalism Practicum	
Senior Project		
Select from the following:		3
JOUR 4462	Senior Project: Media Practicum	
JOUR 4464	Senior Project: Public Relations Practicum	

**Total Units** **15**

## General Education (GE) Requirements

### General Education (GE) Requirements

- 43 units required, 6 of which are specified in Major and/or Support.
- If any of the remaining 37 Units is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.
- See the complete GE course listing (<https://catalog.calpoly.edu/academic-standards-policies/general-requirements-bachelors-degree/#generaleducationtext>).
- A grade of C- or better is required in one course in each of the following GE Areas: 1A (English Composition), 1B (Critical Thinking), 1C (Oral Communication), and 2 (Mathematics and Quantitative Reasoning).

#### Lower-Division General Education

<b>Area 1</b>	<b>English Communication and Critical Thinking</b>	
1A	Written Communication	3
1B	Critical Thinking	3
1C	Oral Communication	3
<b>Area 2</b>	<b>Mathematics and Quantitative Reasoning</b>	
2	Mathematics and Quantitative Reasoning (3 units in Support) <sup>1</sup>	0
<b>Area 3</b>	<b>Arts and Humanities</b>	
3A	Arts	3
3B	Humanities: Literature, Philosophy, Languages other than English	3
<b>Area 4</b>	<b>Social and Behavioral Sciences (Area 4 courses must come from at least two different course prefixes.)</b>	

4A	American Institutions (Title 5, Section 40404 Requirement)	3
4B	Social and Behavioral Sciences (3 units in Major) <sup>1</sup>	0
<b>Area 5</b>	<b>Physical and Life Sciences</b>	
5A	Physical Sciences	3
5B	Life Sciences	3
5C	Laboratory (may be embedded in a 5A or 5B course)	1
<b>Area 6</b>	<b>Ethnic Studies</b>	
6	Ethnic Studies	3
<b>Upper-Division General Education</b>		
Upper-Division 2/5	Mathematics and Quantitative Reasoning or Physical and Life Sciences	3
Upper-Division 3	Arts and Humanities	3
Upper-Division 4	Social and Behavioral Sciences (Area 4 courses must come from at least two different course prefixes.)	3
<b>Total Units</b>		<b>37</b>

<sup>1</sup> Required in Major or Support; also satisfies General Education (GE) requirement.