

JOURNALISM AND MEDIA STUDIES - BACHELOR OF ARTS

Below are the requirements for completing the Bachelor of Arts with a major in Journalism and Media Studies without a specific area of focus. For information on how to complete the program with an emphasis in Broadcasting, or Multimedia, Photojournalism or Advertising and Public Relations, please see the roadmaps tab. (p. 2)

Students must complete all University degree requirements, which include: General Education requirements, Viewing a Wider World requirements, and elective credits to total at least 120 credits with 48 credits in courses numbered 300/3000 or above.

To graduate with the Bachelor of Arts with a major in Journalism and Media Studies, students must complete a minimum of 45 credits in journalism, and at least 33 of those credits must be in upper-division courses numbered 300/3000 or above.

Developmental coursework will not count toward the degree requirements, but may be needed in order to take the required English and mathematics courses.

| Prefix | Title | Credits |
|--|---|----------|
| General Education | | |
| <i>Area I: Communications</i> | | |
| <i>English Composition - Level 1</i> | | |
| ENGL 1110G | Composition I | 4 |
| or ENGL 1110H | Composition I Honors | |
| <i>English Composition - Level 2</i> | | |
| Choose one from the following: | | 3 |
| ENGL 2210G | Professional and Technical Communication | |
| or ENGL 2210H | Professional and Technical Communication | |
| ENGL 2221G | Writing in the Humanities and Social Science | |
| <i>Oral Communication</i> | | |
| Choose one from the following: | | 3 |
| ACOM 1130G | Effective Leadership and Communication in Agriculture | |
| COMM 1115G | Introduction to Communication | |
| COMM 1130G | Public Speaking | |
| HNRS 2175G | Introduction to Communication Honors | |
| <i>Area II: Mathematics</i> ¹ | | |
| MATH 1130G | Survey of Mathematics (Recommended) | |
| <i>Area III/IV: Laboratory Sciences and Social/Behavioral Sciences</i> | | |
| JOUR 105G | Media and Society (Core Requirement) | 10 |
| Area III: Laboratory Science Course (4 credits) ¹ | | |
| Choose One More Class from Area IV: Social/Behavioral Sciences Course (3 credits) ¹ | | |
| <i>Area V: Humanities</i> ¹ | | |
| <i>Area VI: Creative and Fine Arts</i> ¹ | | |
| <i>General Education Elective</i> ¹ | | |
| Viewing a Wider World Courses ³ | | 6 |
| Journalism and Media Studies | | |
| <i>Introductory/Core Requirements</i> | | |
| JOUR 110 | Media Writing I | |
| JOUR 201 | Digital Content Creation | |

| | | |
|--|--|--------------|
| JOUR 210 | Copyediting | |
| <i>Upper-Division:</i> | | |
| JOUR 300 | Introduction to Advertising | |
| JOUR 302 | Television Videography & Editing | |
| JOUR 319 | Introduction to Photography | |
| JOUR 321 | Media Graphic Design | |
| JOUR 374 | Introduction to Public Relations | |
| JOUR 493 | Media Law | |
| <i>Journalism and Media Studies Non-Core Requirements</i> | | 15 |
| <i>Intermediate Courses (Complete at least one):</i> | | |
| JOUR 306 | Sports Writing and Reporting | |
| JOUR 312 | Advertising, Copywriting and Creativity | |
| JOUR 314 | Broadcast Reporting | |
| JOUR 320 | Photojournalism | |
| JOUR 384 | Public Relations Storytelling | |
| <i>Advanced Courses (Complete at least one):</i> | | 3 |
| JOUR 310 | Media Writing II | |
| JOUR 315 | News 22 | |
| JOUR 330 | TV News Shooting & Editing | |
| JOUR 407 | Media Internship | |
| JOUR 408 | Media Practicum | |
| JOUR 425 | Media Planning and Buying | |
| <i>Capstone Courses (Complete at least one)</i> | | 3 |
| JOUR 412 | Documentary Photojournalism | |
| JOUR 414 | Broadcast Reporting Portfolio | |
| JOUR 427 | Media Writing III | |
| JOUR 476 | Strategic Communication Campaigns | |
| JOUR 490 | IMC Campaign | |
| <i>Media Studies Courses (Complete at least one)</i> | | 3 |
| JOUR 350 | Media History | |
| JOUR 377V | Mass Media Ethics | |
| JOUR 380 | Women and the Media | |
| JOUR 457 | Social Media Management and Analytics | |
| JOUR 460V | Sports & Entertainment P.R. | |
| JOUR 463 | Public Relations for Social Impact | |
| JOUR 470 | Environmental, Social, & Governance Public Relations | |
| JOUR 489 | Media Research | |
| JOUR 494 | Special Topics | |
| JOUR 495 | Media Theory | |
| JOUR 499 | Independent Study in Media | |
| Second Language Requirement: (required- see below) | | 4-8 |
| Electives, to bring the total credits to 120 ⁵ | | 31-36 |
| 15 credits must be Upper Division | | |

¹ See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) section of the catalog for a full list of course options.

² See the Viewing a Wider World (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) section of the catalog for a full list of course options.

³ Every Journalism and Media Studies major is required to complete all ten introductory/core courses (30 credits), including JOUR 105G, which also counts as an Area IV Social/Behavioral Science Gen Ed requirement.

Students must complete JOUR 110 Media Writing I before they may enroll in either JOUR 310 Copy Editing or JOUR 374 Introduction to Public Relations.

There are no prerequisites for any of the other introductory/core courses.

Students are advised to wait until their junior or senior year to enroll in JOUR 493 Media Law.

⁴ Students must complete at least five non-core Journalism and Media Studies courses (15 credits) including at least one course from each of the following categories: Intermediate, Advanced, Capstone, and Media Studies. Entry into courses is subject to successful completion of appropriate prerequisites.

⁵ Elective courses will include courses taken inside and outside the Journalism and Media studies major. Many students elect to complete an 18-credit minor to help them reach the 120-credit minimum.

Second Language Requirement

For the Bachelor of Arts in Journalism and Media Studies there is a one year second language requirement, the options to complete this requirement are listed below. The number of credits that a student needs to take may vary depending on what level they come in with. Please speak with an advisor for more information as to which courses you will need to take to fulfill the second language requirement for this degree.

Option 1:

| Prefix | Title | Credits |
|---|---|---------|
| Complete one of the following sequences: | | |
| FREN 1110 & FREN 1120 | French I and French II | 4-8 |
| GRMN 1110 & GRMN 1120 | German I and German II | 4-8 |
| JAPN 1110 & JAPN 1120 | Japanese I and Japanese II | 4-8 |
| SPAN 1110 & SPAN 1120 | Spanish I and Spanish II | 4-8 |
| PORT 1110 & PORT 1120 | Portuguese I and Portuguese II | 3-6 |
| <i>For Heritage Speakers:</i> | | |
| SPAN 1210 & SPAN 1220 or SPAN 2210 | Elementary Spanish for Heritage Learners I and Spanish for Heritage Learners II Spanish for Heritage Learners III | 3-6 |

Option 2:

| Prefix | Title | Credits |
|--|---------------------------|---------|
| Complete the following sequence for American Sign Language (with a C- or better): | | |
| SIGN 1110 | American Sign Language I | 3 |
| SIGN 1120 | American Sign Language II | 3 |

Option 3:

| Prefix | Title | Credits |
|--|--|---------|
| Challenge the 1120 level for the following courses: | | |
| FREN 1120 or GRMN 1120 or JAPN 1120 or SPAN 1120 | French II German II Japanese II Spanish II | 4 |
| <i>OR</i> | | |
| Challenge the 1120/1220/2210 level for the following courses: | | |
| PORT 1120 or SPAN 1220 or SPAN 2210 | Portuguese II Spanish for Heritage Learners II Spanish for Heritage Learners III | 3 |

Option 4:

Pass a three-credit, upper-division course (numbered 300 or above) taught in a second language by the department of Languages and Linguistics.

Option 5:

Obtain college certification of completion of three years of a second language at the high school level with a grade of C- or higher in the second-year level.

Option 6:

By obtaining certification of a working knowledge of a Native American language from the American Indian program director.

Option 7:

By obtaining, from the head of the Department of Languages and Linguistics, certification of a working knowledge of a second language if such language is not taught at NMSU.

Option 8:

In the case of a foreign student who is required to take the TOEFL exam admission, the dean will automatically waive the second language requirement.

A Suggested Plan of Study for Students

This roadmap assumes student placement in MATH 1130G Survey of Mathematics and ENGL 1110G Composition I. Course selection and sequencing may vary depending on a student's initial entry point and areas of interest. This is only a suggested plan of study for students and is not intended as a contract. Course availability may vary from fall to spring semester and may be subject to modification or change.

The department offers the following four degree focus areas: broadcasting, multimedia, photojournalism, and strategic communications (advertising/public relations). ***These are not considered official concentrations and will not appear on a student's transcript or within their student record.***

General Focus

| Freshman | | Credits |
|--|---|--------------|
| ENGL 1110G or ENGL 1110H | Composition I (C- or better) or Composition I Honors | 4 |
| Area II: Mathematics Course ¹ | | 3-4 |
| MATH 1130G | Survey of Mathematics (Recommended (C- or better)) | |
| JOUR 105G | Media and Society (C- or better - will count for Gen. Ed requirement) | 3 |
| Area V: Humanities Course ¹ | | 3 |
| JOUR 110 | Media Writing I | 3 |
| Choose one from the following: | | 3 |
| ENGL 2210G or ENGL 2210H | Professional and Technical Communication or Professional and Technical Communication | |
| ENGL 2221G | Writing in the Humanities and Social Science | |
| Area III: Laboratory Science Course ¹ | | 4 |
| Area IV: Social/Behavioral Sciences Course ¹ | | 3 |
| JOUR 210 | Copyediting | 3 |
| JOUR 201 | Digital Content Creation | 3 |
| Credits | | 32-33 |
| Sophomore | | |
| JOUR Introduction/Core and Intermediate Courses (C- or better) | | 12 |

| | |
|--|---|
| Choose from one of the following: | 3 |
| ACOM 1130G Effective Leadership and Communication in Agriculture | |
| COMM 1115G Introduction to Communication | |
| COMM 1130G Public Speaking | |
| HNRS 2175G Introduction to Communication Honors | |
| General Education Elective Course ¹ | 3 |
| Second Language Requirement: 1110- level ² | 4 |
| Second Language Requirement: 1120- level ² | 4 |
| Elective Course ⁴ | 3 |

Credits 29

Junior

| | |
|--|---|
| JOUR Introductory/Core Course (C- or better) | 6 |
| JOUR - Media Studies Course (C- or better) | 3 |
| JOUR - Upper Division Elective (C- or better) | 6 |
| JOUR Advanced Course | 3 |
| VWW - Viewing a Wider World Courses ² | 6 |
| Elective - Upper Division Course ¹ | 6 |

Credits 30

Senior

| | |
|--|----|
| JOUR 493 Media Law (C- or better) | 3 |
| JOUR - Upper Division Elective Course (C- or better) | 9 |
| Elective - Upper Division Courses ¹ | 12 |
| JOUR Advanced Professional Course | 3 |
| Elective Course ¹ | 3 |

Credits 30

Total Credits 121-122

¹ See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) section of the catalog for a full list of course options.

² Second Language: options for completing the second language requirement can be located on the Requirements (p. 1) tab for this degree.

³ See the Viewing a Wider World (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) section of the catalog for a full list of courses.

Strategic Communications (Ad/PR) Focus

| | |
|--|----------------|
| Freshman | Credits |
| ENGL 1110G Composition I (C- or better) | 4 |
| Area II: Mathematics Course ¹ | 3-4 |
| MATH 1130G Survey of Mathematics (Recommended (C- or better)) | |
| JOUR 105G Media and Society (C- or better - will count for Gen Ed requirement) | 3 |
| JOUR 110 Media Writing I | 3 |
| JOUR 201 Digital Content Creation | 3 |
| JOUR 210 Copyediting | 3 |
| Choose one of the following: | 3 |
| ENGL 2210G Professional and Technical Communication | |
| ENGL 2221G Writing in the Humanities and Social Science | |
| Area III: Laboratory Science Course ¹ | 4 |
| Area IV: Social/Behavioral Sciences Course ¹ | 3 |
| Credits | 29-30 |
| Sophomore | |
| JOUR 300 Introduction to Advertising | 3 |

| | |
|---|---|
| JOUR 319 Introduction to Photography | 3 |
| JOUR 374 Introduction to Public Relations | 3 |
| Choose one from the following: | 3 |

| | |
|--|--|
| ACOM 1130G Effective Leadership and Communication in Agriculture | |
| COMM 1130G Public Speaking | |
| COMM 1115G Introduction to Communication | |
| HNRS 2175G Introduction to Communication Honors | |

Area III Laboratory Science or Area IV: Social/Behavioral Science Course ¹ 3-4

Area V: Humanities Course: POLS 1110G Recommended ¹ 3

Area VI: Creative and Fine Arts Course ¹ 3

Second Language Requirement: 1110- level ² 4

Second Language Requirement: 1120-level ² 4

Elective Courses: ECON 2110G Recommended 3

Credits 32-33

Junior

| | |
|---|---|
| JOUR 302 Television Videography & Editing | 3 |
| JOUR 312 Advertising, Copywriting and Creativity (C- or better) | 3 |
| JOUR 321 Media Graphic Design | 3 |
| JOUR 384 Public Relations Storytelling (C- or better) | 3 |
| JOUR 425 Media Planning and Buying (C- or better) | 3 |
| JOUR 470 Environmental, Social, & Governance Public Relations | 3 |
| VWW - Viewing a Wider World Course ³ | 6 |
| Elective Courses | 6 |

Credits 30

Senior

| | |
|--|---|
| JOUR 457 Social Media Management and Analytics | 3 |
| JOUR 460V Sports & Entertainment P.R. | 3 |
| JOUR 493 Media Law (C- or better) | 3 |
| Choose one of the following: | 3 |
| JOUR 476 Strategic Communication Campaigns | 3 |
| JOUR 490 IMC Campaign | 3 |
| Elective Courses | 9 |

Credits 27

Total Credits 118-120

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Broadcasting Focus

| | |
|---|----------------|
| Freshman | Credits |
| ENGL 1110G Composition I (C- or better) | 4 |
| Area II: Mathematics Course ¹ | 3-4 |
| MATH 1130G Survey of Mathematics (Recommended (C- or better)) | |
| JOUR 105G Media and Society (C- or better, will count for Gen Ed requirement) | 3 |

| | | |
|---|--|--------------|
| JOUR 110 | Media Writing I | 3 |
| JOUR 210 | Copyediting | 3 |
| JOUR 201 | Digital Content Creation | 3 |
| Choose one from the following: | | 3 |
| ENGL 2210G | Professional and Technical Communication | |
| ENGL 2221G | Writing in the Humanities and Social Science | |
| Area III: Laboratory Science Course ¹ | | 4 |
| Area IV: Social/Behavioral Sciences Course ¹ | | 3 |
| Credits | | 29-30 |

Sophomore

| | | |
|---|---|--------------|
| JOUR 302 | Television Videography & Editing | 3 |
| JOUR 319 | Introduction to Photography | 3 |
| JOUR 321 | Media Graphic Design | 3 |
| Choose one from the following: | | 3 |
| ACOM 1130G | Effective Leadership and Communication in Agriculture | |
| COMM 1115G | Introduction to Communication | |
| COMM 1130G | Public Speaking | |
| HNRS 2175G | Introduction to Communication Honors | |
| Area III: Laboratory Sciences OR Area IV: Social/Behavioral Sciences Course | | 3-4 |
| Area V: Humanities Course, C- or better ¹ | | 3 |
| Area VI: Creative and Fine Arts Course ¹ | | 3 |
| Second Language Requirement: 1110- level ² | | 4 |
| Second Language Requirement: 1120-level ² | | 4 |
| Elective Course ECON 2110G Recommended ⁴ | | 3 |
| Credits | | 32-33 |

Junior

| | | |
|--|------------------------------------|-----------|
| JOUR 314 | Broadcast Reporting (C- or better) | 3 |
| JOUR 315 | News 22 (C- or better) | 3 |
| JOUR 493 | Media Law | 3 |
| Choose one from the following: | | 3 |
| JOUR 300 | Introduction to Advertising | |
| JOUR 374 | Introduction to Public Relations | |
| VWW - Viewing a Wider World Courses ⁶ | | 6 |
| JOUR - Media Studies Course | | 3 |
| Elective Courses | | 9 |
| Credits | | 30 |

Senior

| | | |
|--------------------------------|--|----------------|
| JOUR 330 | TV News Shooting & Editing | 0-3 |
| JOUR 414 | Broadcast Reporting Portfolio (C- or better) | 3 |
| Choose one from the following: | | 3 |
| JOUR 300 | Introduction to Advertising | |
| JOUR 374 | Introduction to Public Relations | |
| Elective Course | | 18 |
| Credits | | 24-27 |
| Total Credits | | 115-120 |

¹ See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) section of the catalog for a full list of courses

² Second Language: options for completing the second language requirement can be located on the Requirements (p. 1) tab for this degree.

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#viewingawiderworldtext) section of the catalog for a full list of courses.

Multimedia and Photojournalism Focus

| | | |
|--|--|----------------|
| Freshman | | Credits |
| ENGL 1110G | Composition I (C- or better) | 4 |
| Area II: Mathematics Course ¹ | | 3-4 |
| MATH 1130G | Survey of Mathematics (Recommended (C- or better)) | |

| | | |
|--|---|---|
| JOUR 105G | Media and Society (C- or better, will count for Gen Ed requirement) | 3 |
| Area V: Humanities Course ¹ | | 3 |
| JOUR 110 | Media Writing I | 3 |
| JOUR 210 | Copyediting | 3 |
| JOUR 201 | Digital Content Creation | 3 |
| Choose one from the following: | | 3 |
| ENGL 2210G | Professional and Technical Communication | |
| ENGL 2221G | Writing in the Humanities and Social Science | |
| Area III: Laboratory Science Course ¹ | | 4 |
| Area IV: Social/Behavioral Science Course ¹ | | 3 |

Credits **32-33**

Sophomore

| | | |
|---|---|--------------|
| JOUR 310 | Media Writing II | 3 |
| JOUR 319 | Introduction to Photography | 3 |
| JOUR 321 | Media Graphic Design | 3 |
| Choose one from the following: | | 3 |
| ACOM 1130G | Effective Leadership and Communication in Agriculture | |
| COMM 1115G | Introduction to Communication | |
| COMM 1130G | Public Speaking | |
| HNRS 2175G | Introduction to Communication Honors | |
| Area III: Laboratory Science OR Area IV: Social/Behavioral Sciences Course ¹ | | 3-4 |
| Second Language Requirement: 1110- level ² | | 4 |
| Second Language Requirement: 1120-level ² | | 4 |
| Area VI: Creative and Fine Arts Course ¹ | | 3 |
| Elective Course: ECON 2110G Recommended | | 3 |
| Credits | | 29-30 |

Junior

| | | |
|--|----------------------------------|-----------|
| JOUR 302 | Television Videography & Editing | 3 |
| JOUR 306 | Sports Writing and Reporting | 3 |
| JOUR 320 | Photojournalism | 3 |
| JOUR 300 | Introduction to Advertising | 3 |
| JOUR 374 | Introduction to Public Relations | 3 |
| VWW - Viewing a Wider World Courses ⁵ | | 6 |
| JOUR Media Studies Course | | 3 |
| Elective Course - Upper Division ³ | | 9 |
| Credits | | 33 |

Senior

| | | |
|-----------------------------------|---------------------------------------|----------------|
| JOUR 427 | Media Writing III | 3 |
| JOUR 457 | Social Media Management and Analytics | 3 |
| JOUR 493 | Media Law (C- or better) | 3 |
| JOUR Elective Course ⁶ | | 3 |
| Elective Course ³ | | 12 |
| Credits | | 24 |
| Total Credits | | 118-120 |

- ¹ See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) section of the catalog for a full list of courses.
- ² Second Language: options for completing the second language requirement can be located on the Requirements (p. 1) tab for this degree.
- ³ See the Viewing a Wider World (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) section of the catalog for a full list of courses.