



Twin Cities Campus

Journalism B.A.

School of Journalism & Mass Communication

College of Liberal Arts

- Program Type: Baccalaureate
- Requirements for this program are current for Fall 2017
- Required credits to graduate with this degree: 120
- Required credits within the major: 36
- Degree: Bachelor of Arts

The School of Journalism and Mass Communication offers three tracks focused on distinct areas of study.

The professional journalism track prepares students for careers such as news reporting, writing, editing, producing, and photojournalism in traditional and emerging media. The professional strategic communication track prepares students for careers in advertising, public relations, and corporate, non-profit, health and advocacy communications. The two professional tracks are based on a liberal arts foundation, knowledge of the social context in which the professions are practiced, and the skills and experiences needed to succeed in the marketplace.

The mass communication track is for students who wish to study the social, political, economic, and legal aspects of mass communication. Students may develop a program emphasis in areas such as history, law, media effects, media industry studies, international communication, or other aspects of mass communication studies represented in the School of Journalism and Mass Communication.

About two-thirds of the coursework for the BA degree is outside of journalism. The 120-credit requirement must include at least 72 non-journalism credits. Total program credits may not exceed 48.

Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

Admission Requirements

Freshman and transfer students are usually admitted to pre-major status before admission to this major

A GPA above 2.0 is preferred for the following:

- 3.00 already admitted to the degree-granting college
- 3.00 transferring from another University of Minnesota college
- 3.00 transferring from outside the University

Students must apply to the major. To apply, students must have completed, or be enrolled in, JOUR 1001 and at least 30 graded (A-F) credits, including at least one semester of study (13 credits) at the University of Minnesota - Twin Cities campus. Students must write a statement of intent for the major application. The statement of intent provides a writing sample for the Admissions Committee, addressing information about academic interests, professional goals, and mass communication or related experience, if any.

Students who are admitted usually have a 3.00 or higher overall GPA, and must have a grade of C or better in JOUR 1001.

For information about University of Minnesota admission requirements, visit the [Office of Admissions website](#).

Required prerequisites

Preparatory Course

[JOUR 1001](#) - Media in a Changing World [SOCS, TS] (3.0 cr)
or [JOUR 1001H](#) - Media in a Changing World [SOCS, TS] (3.0 cr)

General Requirements

All students are required to complete general University and college requirements including writing and liberal education courses. For more information about University-wide requirements, see the [liberal education requirements](#). Required courses for the major or minor in which a student receives a D grade (with or without plus or minus) do not count toward the major or minor (including transfer courses).

Program Requirements



Students are required to take 4 semester(s) of any second language.

CLA BA degrees require 4 semesters or the equivalent of a second language.

CLA BA degrees require 18 upper-division (3xxx-level or higher) credits outside the major designator. These credits must be taken in designators different from the major designator and cannot include courses that are cross-listed with the major designator. The major designator for the Journalism BA is JOUR.

The 120-credit requirement must include at least 72 non-journalism credits. Total program credits may not exceed 48.

All incoming CLA freshmen must complete the First Year Experience course sequence.

Major Courses

Take 1 of the following courses for 3 credits.

[JOUR 3004](#) - Information for Mass Communication (3.0 cr)

or [JOUR 3004H](#) - Information for Mass Communication (3.0 cr)

Upper Division Writing Intensive within the major

Students are required to take one upper division writing intensive course within the major. If that requirement has not been satisfied within the core major requirements, students must choose one course from the following list. Some of these courses may also fulfill other major requirements.

Take 0 - 1 course(s) from the following:

• [JOUR 3004](#) - Information for Mass Communication (3.0 cr)

or [JOUR 3004H](#) - Information for Mass Communication (3.0 cr)

• [JOUR 4274W](#) - Advertising in Society [WI] (3.0 cr)

• [JOUR 5601W](#) - History of Journalism [WI] (3.0 cr)

• [JOUR 5606W](#) - Literary Aspects of Journalism [WI] (3.0 cr)

Program Sub-plans

Students are required to complete one of the following sub-plans.

Mass Communication Track

The mass communication track is for students who wish to study the social, political, economic, and legal aspects of mass communication. Students may develop a program emphasis in areas such as history, law, media effects, media industry studies, international communication, or other aspects of mass communication studies represented in the School of Journalism and Mass Communication.

Context Courses

All courses must be chosen in consultation with a major adviser. Directed studies, special topics and honors major project courses may be used to meet this requirement. With advisor approval, one to three professional (skills) courses may count.

Take exactly 30 credit(s) including 4 or more sub-requirements(s) from the following:

History

Take 1 or more course(s) from the following:

• [JOUR 3007](#) - The Media in American History and Law: Case Studies [HIS] (3.0 cr)

• [JOUR 3614](#) - History of Media Communication [HIS, TS] (3.0 cr)

• [JOUR 5601W](#) - History of Journalism [WI] (3.0 cr)

• [JOUR 5606W](#) - Literary Aspects of Journalism [WI] (3.0 cr)

International/Multicultural

Take 1 or more course(s) from the following:

• [JOUR 3552](#) - Technology, Communication & Global Society [GP] (3.0 cr)

• [JOUR 3741](#) - Diversity and Media [DSJ] (3.0 cr)

• [JOUR 3745](#) - Media and Popular Culture [AH, DSJ] (3.0 cr)

• [JOUR 4801](#) - Global Communication (3.0 cr)

Media Effects

Take 1 or more course(s) from the following:

• [JOUR 3005](#) - Media Effects [SOCS] (3.0 cr)

• [JOUR 3006](#) - Visual Communication (3.0 cr)

• [JOUR 4251](#) - Psychology of Advertising (3.0 cr)

• [JOUR 4272](#) - Digital Advertising: Theory and Practice (3.0 cr)

• [JOUR 5501](#) - Communication, Public Opinion, and Social Media (3.0 cr)

• [JOUR 5541](#) - Mass Communication and Public Health (3.0 cr)

or [PUBH 6074](#) - Mass Communication and Public Health (3.0 cr)

Media and Society

Take 1 or more course(s) from the following:



- JOUR 3551 - The Business of Digital Media: Innovation, Disruption, and Adaptation [TS] (3.0 cr)
- JOUR 3745 - Media and Popular Culture [AH, DSJ] (3.0 cr)
- JOUR 3771 - Media Ethics [CIV] (3.0 cr)
- JOUR 3775 - Strategic Communication Law [CIV] (3.0 cr)
- JOUR 3786 - Media and Politics (3.0 cr)
- JOUR 4274W - Advertising in Society [WI] (3.0 cr)
- JOUR 3751 - Digital Media and Culture [AH, TS] (3.0 cr)
- JOUR 5552 - Law of Internet Communication (3.0 cr)
- JOUR 5725 - Management of Media Organizations (3.0 cr)
- JOUR 3776 - Media Law (3.0 cr)
or JOUR 3776H - Media Law (3.0 cr)
- JOUR 4721 - Mass Media and U.S. Society [SOCS, DSJ] (3.0 cr)
or JOUR 4721H - Mass Media and U.S. Society [SOCS, DSJ] (3.0 cr)
- JOUR 5777 - Contemporary Problems in Freedom of Speech and Press (3.0 cr)
or LAW 6030 - Contemporary Problems in Freedom of Speech and Press (3.0 cr)

Senior Project

The senior project requirement is fulfilled by taking two 4xxx or 5xxx courses as part of the 30-credit Context Courses sub-requirement.

Professional Strategic Communication Track

The professional strategic communication track prepares students for careers in advertising, public relations, corporate, non-profit, and advocacy communications.

Strategic Communication Core Course

JOUR 3201 - Principles of Strategic Communication (3.0 cr)

Capstone Course

JOUR 4263 - Strategic Communication Campaigns (3.0 cr)

Professional Courses

Take a total of five courses for fifteen credits, including:

- a minimum of six credits of Execution Skills
- a minimum of six credits of Planning Skills
- at least one of the following: JOUR 4242 or JOUR 4243 or JOUR 4259 or JOUR 4262.

Courses must be chosen in consultation with a major adviser. Professional courses from the Professional Journalism track may also be used (prerequisites must be met).

Take 5 or more course(s) totaling 15 or more credit(s) from the following:

Execution Skills

Take 6 or more credit(s) from the following:

- JOUR 3102 - Multimedia Production and Storytelling (3.0 cr)
- JOUR 3173W - Magazine & Feature Writing [WI] (3.0 cr)
- JOUR 3241W - Advertising Strategy and Creative Development [WI] (3.0 cr)
- JOUR 3279W - Professional Writing for Strategic Communication [WI] (3.0 cr)
- JOUR 3321 - Media Design (3.0 cr)
- JOUR 3451 - TV, Radio and Digital News Reporting (3.0 cr)
- JOUR 4242 - Advertising Portfolio Development (3.0 cr)
- JOUR 4243 - Digital Content Development and Production for Brand Communications (3.0 cr)
- JOUR 5174 - Magazine Editing and Production (3.0 cr)

Planning Skills

Take 6 or more credit(s) from the following:

- JOUR 3251 - Strategic Communication Research and Analytics (3.0 cr)
- JOUR 3253 - Strategic Brand Planning (3.0 cr)
- JOUR 3261 - Media Planning (3.0 cr)
- JOUR 3275 - Digital Strategy in Strategic Communication (3.0 cr)
- JOUR 4259 - Strategic Communication Case Analysis (3.0 cr)
- JOUR 4262 - Management for Strategic Communication (3.0 cr)

Context Courses

Take three Context courses for a total of 9 credits, one of which must be at the 4xxx or 5xxx level. Courses must be chosen in consultation with a major advisor.

Take exactly 9 credit(s) from the following:

- JOUR 3005 - Media Effects [SOCS] (3.0 cr)
- JOUR 3006 - Visual Communication (3.0 cr)
- JOUR 3007 - The Media in American History and Law: Case Studies [HIS] (3.0 cr)
- JOUR 3551 - The Business of Digital Media: Innovation, Disruption, and Adaptation [TS] (3.0 cr)
- JOUR 3552 - Technology, Communication & Global Society [GP] (3.0 cr)
- JOUR 3614 - History of Media Communication [HIS, TS] (3.0 cr)
- JOUR 3741 - Diversity and Media [DSJ] (3.0 cr)
- JOUR 3745 - Media and Popular Culture [AH, DSJ] (3.0 cr)



- JOUR 3751 - Digital Media and Culture [AH, TS] (3.0 cr)
- JOUR 3771 - Media Ethics [CIV] (3.0 cr)
- JOUR 3775 - Strategic Communication Law [CIV] (3.0 cr)
- JOUR 3786 - Media and Politics (3.0 cr)
- JOUR 3590 - Special Topics in Mass Communication: Context (3.0 cr)
- JOUR 3993 - Directed Study (1.0 - 3.0 cr)
- JOUR 4251 - Psychology of Advertising (3.0 cr)
- JOUR 4272 - Digital Advertising: Theory and Practice (3.0 cr)
- JOUR 4274W - Advertising in Society [WI] (3.0 cr)
- JOUR 4733V - Honors Thesis Seminar [WI] (3.0 cr)
- JOUR 4801 - Global Communication (3.0 cr)
- JOUR 4590 - Special Topics in Mass Communication: Context (3.0 cr)
- JOUR 4993H *(Inactive)* (3.0 cr)
- JOUR 5501 - Communication, Public Opinion, and Social Media (3.0 cr)
- JOUR 5541 - Mass Communication and Public Health (3.0 cr)
- JOUR 5542 - Theory-based Health Message Design (3.0 cr)
- JOUR 5552 - Law of Internet Communication (3.0 cr)
- JOUR 5601W - History of Journalism [WI] (3.0 cr)
- JOUR 5606W - Literary Aspects of Journalism [WI] (3.0 cr)
- JOUR 5725 - Management of Media Organizations (3.0 cr)
- JOUR 5991 *(Inactive)* (3.0 cr)
- JOUR 5993 - Directed Study (1.0 - 3.0 cr)
- JOUR 3776 - Media Law (3.0 cr)
or JOUR 3776H - Media Law (3.0 cr)
- JOUR 4721 - Mass Media and U.S. Society [SOCS, DSJ] (3.0 cr)
or JOUR 4721H - Mass Media and U.S. Society [SOCS, DSJ] (3.0 cr)
- JOUR 5777 - Contemporary Problems in Freedom of Speech and Press (3.0 cr)
or LAW 6030 - Contemporary Problems in Freedom of Speech and Press (3.0 cr)

Senior Project

The senior project requirement is fulfilled by taking JOUR 4263 and 4242 or 4243 or 4259 or 4262.

Professional Journalism Track

The professional journalism track prepares students for careers such as news reporting, writing, editing, producing, and photojournalism in traditional and emerging media.

Journalism Core Course

JOUR 3101W - News Reporting and Writing [WI] (3.0 cr)

Professional Courses

Courses must be chosen in consultation with a major adviser. Professional courses from the strategic communication track may also be used (prerequisites must be met). Students must take a total of 15 credits, including two courses at the 4xxx or 5xxx level.

Take exactly 15 credit(s) from the following:

- JOUR 3102 - Multimedia Production and Storytelling (3.0 cr)
- JOUR 3103 - Interactive and Data Journalism (3.0 cr)
- JOUR 3121 - Intermediate News Reporting (3.0 cr)
- JOUR 3155 - Editing for Print and Digital Audiences (3.0 cr)
- JOUR 3173W - Magazine & Feature Writing [WI] (3.0 cr)
- JOUR 3321 - Media Design (3.0 cr)
- JOUR 3451 - TV, Radio and Digital News Reporting (3.0 cr)
- JOUR 4171 - Covering the Arts (3.0 cr)
- JOUR 4175 - Brovald-Sim Community Journalism Practicum (3.0 cr)
- JOUR 4302 - Photojournalism (3.0 cr)
- JOUR 4303 - Advanced Visual Storytelling (3.0 cr)
- JOUR 4451 - Long-form Video Reporting (3.0 cr)
- JOUR 4452 - Newscast Producing (3.0 cr)
- JOUR 4990 *(Inactive)* (3.0 cr)
- JOUR 5196 - Field Based Practicum (3.0 cr)
- JOUR 5131 - In-Depth Reporting (3.0 cr)
- JOUR 5155 *(Inactive)* (3.0 cr)
- JOUR 5174 - Magazine Editing and Production (3.0 cr)
- JOUR 5990 *(Inactive)* (3.0 cr)

Context Courses

Take four Context courses for a total of 12 credits, including JOUR 3776 and one course at the 4xxx or 5xxx level. Courses must be chosen in consultation with a major advisor.

JOUR 3776 - Media Law (3.0 cr)

or JOUR 3776H - Media Law (3.0 cr)

Take exactly 9 credit(s) from the following:



- JOUR 3005 - Media Effects [SOCS] (3.0 cr)
- JOUR 3006 - Visual Communication (3.0 cr)
- JOUR 3007 - The Media in American History and Law: Case Studies [HIS] (3.0 cr)
- JOUR 3201 - Principles of Strategic Communication (3.0 cr)
- JOUR 3551 - The Business of Digital Media: Innovation, Disruption, and Adaptation [TS] (3.0 cr)
- JOUR 3552 - Technology, Communication & Global Society [GP] (3.0 cr)
- JOUR 3741 - Diversity and Media [DSJ] (3.0 cr)
- JOUR 3745 - Media and Popular Culture [AH, DSJ] (3.0 cr)
- JOUR 3771 - Media Ethics [CIV] (3.0 cr)
- JOUR 3775 - Strategic Communication Law [CIV] (3.0 cr)
- JOUR 3786 - Media and Politics (3.0 cr)
- JOUR 3590 - Special Topics in Mass Communication: Context (3.0 cr)
- JOUR 3993 - Directed Study (1.0 - 3.0 cr)
- JOUR 4251 - Psychology of Advertising (3.0 cr)
- JOUR 4272 - Digital Advertising: Theory and Practice (3.0 cr)
- JOUR 4274W - Advertising in Society [WI] (3.0 cr)
- JOUR 3751 - Digital Media and Culture [AH, TS] (3.0 cr)
- JOUR 4733V - Honors Thesis Seminar [WI] (3.0 cr)
- JOUR 4801 - Global Communication (3.0 cr)
- JOUR 4590 - Special Topics in Mass Communication: Context (3.0 cr)
- JOUR 4993H *(Inactive)* (3.0 cr)
- JOUR 5501 - Communication, Public Opinion, and Social Media (3.0 cr)
- JOUR 5541 - Mass Communication and Public Health (3.0 cr)
- JOUR 5552 - Law of Internet Communication (3.0 cr)
- JOUR 5601W - History of Journalism [WI] (3.0 cr)
- JOUR 5606W - Literary Aspects of Journalism [WI] (3.0 cr)
- JOUR 5725 - Management of Media Organizations (3.0 cr)
- JOUR 5991 *(Inactive)* (3.0 cr)
- JOUR 5993 - Directed Study (1.0 - 3.0 cr)
- JOUR 3614 - History of Media Communication [HIS, TS] (3.0 cr)
- JOUR 4721 - Mass Media and U.S. Society [SOCS, DSJ] (3.0 cr)
or JOUR 4721H - Mass Media and U.S. Society [SOCS, DSJ] (3.0 cr)
- JOUR 5777 - Contemporary Problems in Freedom of Speech and Press (3.0 cr)
or LAW 6030 - Contemporary Problems in Freedom of Speech and Press (3.0 cr)

Senior Project

The senior project requirement is fulfilled by taking two 4xxx or 5xxx courses as part of the 15-credit Professional Courses sub-requirement.

BA/MA Health Communication

This sub-plan is optional and does not fulfill the sub-plan requirement for this program.

The BA/MA in health communication prepares students for health care careers that rely on the strategic use of health information to communicate with patient and non-patient publics, care providers, administrators and other public health stakeholders. Please note that admitted BA/MA health communication students are required to complete the professional strategic communication sub-plan in addition to this sub-plan.

The BA/MA in health communication is an accelerated bachelor's-master's degree that is completed over the course of five years. Enrollment in the BA/MA is contingent on acceptance through a formal admissions process in spring of the junior year. Please contact the School of Journalism & Mass Communication advisor for more information. The BA/MA is open to journalism majors only. Accepted students in the BA/MA must maintain timely degree progress such that all undergraduate graduation requirements are completed by the end of the fourth year. Accepted students complete nine credits of graduate coursework in the fourth year before moving to full-time graduate study in the summer after the fourth year.

Admissions criteria include:

- GRE score of 155 or higher in verbal, 155 or higher in quantitative reasoning, and 4.5 or higher in analytical writing
- GPA of 3.5 or higher
- Statement of objectives and a resume that demonstrate motivation and readiness for the program
- Writing sample

Students who are admitted to the BA/MA in health communication must fulfill the BA/MA health communication sub-plan requirements in addition to all degree program requirements for the journalism BA. Courses used to fulfill the degree program requirements may not be used to fulfill the BA/MA requirements.

BA/MA Coursework

Take a total of three courses for nine credits.

Take 3 or more course(s) totaling 9 or more credit(s) from the following:



- [JOUR 5541](#) - Mass Communication and Public Health (3.0 cr)
- [JOUR 5542](#) - Theory-based Health Message Design (3.0 cr)
- Take 1 or more course(s) from the following:
 - [JOUR 5501](#) - Communication, Public Opinion, and Social Media (3.0 cr)
 - [PSY 5205](#) - Applied Social Psychology (3.0 cr)
 - [WRIT 4501](#) - Usability and Human Factors in Technical Communication (3.0 cr)