

BS JOURNALISM

Program Learning Objectives

Graduates with a BS in Journalism will:

1. Apply the principles and laws of freedom of speech and press, in a global context, and for the United States.
2. Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
3. Demonstrate communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation, ability and socioeconomic status, domestically and globally, across communication and media contexts.
4. Present images and information effectively and creatively, using appropriate tools and technologies.
5. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and equity.
7. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
8. Effectively and correctly apply basic numerical and statistical concepts.
9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, grammatical correctness and equity-minded reporting.
10. Apply tools and technologies appropriate for the communications professions in which they work.

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/generalrequirementsbachelorsdegree/#generaleducationtext>) section of this catalog, including:

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

Note: Up to 4 units of credit/no credit grading may be selected for courses in Major or Support.

MAJOR COURSES

Journalism Core		
JOUR 102	Introduction to Journalism	1
JOUR 203	News Reporting and Writing	4
JOUR 219	Multicultural Society and the Mass Media	4
or JOUR 401	Global Communication	
JOUR 228	Media, Self and Society (D2) ¹	4
JOUR 285	Introduction to Multimedia Journalism	4
JOUR 302	Mass Media Law	4

JOUR 303	Web Audio and Video	4
JOUR 312	Public Relations	4
JOUR 334	Editing	4
JOUR 390	Visual Communication for the Mass Media	4
JOUR 402	Journalism Ethics	4
JOUR 444	Media Internship	3

Concentration

(See list of Concentrations below) 20

Journalism Electives

Select from the following: ² 12

Any JOUR course, including those listed above, if not used to meet Major requirements, and:

JOUR 201	News Media and Democracy
JOUR 220	Introduction to Radio Broadcasting
JOUR 270	Selected Topics
JOUR 320	Cal Poly Radio Laboratory
JOUR 331	Contemporary Advertising
JOUR 387	Sports Communication
JOUR 400	Special Problems for Advanced Undergraduates
JOUR 418	Copyright, Trademark, Patent and Commercial Speech in Digital Media
JOUR 455	Media Management Laboratory
JOUR 470	Selected Advanced Topics
JOUR 471	Selected Advanced Laboratory

Approved Electives

Students are encouraged to pursue minors or develop other areas of interest outside of Journalism through Approved Electives and with the following restrictions:

At least 24 units must be upper-division courses with a lecture or seminar component. This excludes activity-only, lab-only, or supervision courses such as internships.

SUPPORT COURSES

Select from the following (B4): ¹ 4

STAT 130	Introduction to Statistical Reasoning
STAT 217	Introduction to Statistical Concepts and Methods
STAT 218	Applied Statistics for the Life Sciences
STAT 251	Statistical Inference for Management

GENERAL EDUCATION (GE)

(See GE program requirements below.) 64

FREE ELECTIVES

Free Electives ³ 0

Total units 180

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

² If a course is taken to fulfill the Journalism Electives requirement, it cannot be double-counted in the ICS concentration.

³ 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 (select one)

- Media Innovation (<https://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/journalism/bsjournalism/mediainnovationconcentration/>)
- News (<https://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/journalism/bsjournalism/newsconcentration/>)
- Public Relations (<https://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/journalism/bsjournalism/publicrelationsconcentration/>)
- Individualized Course of Study (<https://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/journalism/bsjournalism/individualizedcourseofstudy/>)

General Education (GE) Requirements

- 72 units required, 8 of which are specified in Major and/or Support.
- If any of the remaining 64 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/generalrequirementsbachelorsdegree/#generaleducationtext>).
- A grade of C- or better is required in one course in each of the following GE Areas: A1 (Oral Communication), A2 (Written Communication), A3 (Critical Thinking), and B4 (Mathematics/Quantitative Reasoning).

Area A	English Language Communication and Critical Thinking	
A1	Oral Communication	4
A2	Written Communication	4
A3	Critical Thinking	4
Area B	Scientific Inquiry and Quantitative Reasoning	
B1	Physical Science	4
B2	Life Science	4
B3	One lab taken with either a B1 or B2 course	
B4	Mathematics/Quantitative Reasoning (4 units in Support) ¹	0
Upper-Division B		4
Area C	Arts and Humanities	
Lower-division courses in Area C must come from three different subject prefixes.		
C1	Arts: Arts, Cinema, Dance, Music, Theater	4
C2	Humanities: Literature, Philosophy, Languages other than English	4
Lower-Division C Elective - Select a course from either C1 or C2		4
Upper-Division C		4
Area D	Social Sciences - Select courses in Area D from at least two different prefixes	

D1	American Institutions (Title 5, Section 40404 Requirement)	4
D2	Lower-Division D (4 units in Major) ¹	0
Upper-Division D		4
Area E	Lifelong Learning and Self-Development	
Lower-Division E		4
Area F	Ethnic Studies	
F	Ethnic Studies	4
GE Electives in Areas B, C, and D		
Select courses from two different areas; may be lower-division or upper-division courses.		
GE Electives		8
Total units		64

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