BS JOURNALISM

Program Learning Objectives
Graduates with a BS in Journalism will:

1. Apply the principles and laws of freedom of speech and of the press.
2. Recognize key events in the history of journalism and mass communication and key principles in the main theories of journalism and mass communication.
3. Demonstrate a broad understanding of how diverse personal, cultural, social, economic, and political factors intersect with the design and delivery of journalism and mass communication.
4. Apply journalism and mass communication concepts and theories in the use and presentation of images and information.
5. Uphold the personal and professional ethics and values of journalism. These include the pursuit of truth, fairness and accuracy.
6. Think critically, creatively and independently.
7. Critically evaluate their own work and that of others to create effective journalism and mass communication messages that are appropriately styled, grammatically correct and relevant to their audiences.
8. Collect and evaluate information to achieve journalism and mass communication goals.
9. Innovate and employ appropriate communication tools and techniques.

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 (http://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

<table>
<thead>
<tr>
<th>Journalism Core</th>
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<tbody>
<tr>
<td>JOUR 102</td>
<td>Introduction to Journalism</td>
</tr>
<tr>
<td>JOUR 203</td>
<td>News Reporting and Writing</td>
</tr>
<tr>
<td>JOUR/COMS 218</td>
<td>Media, Self and Society (D4)</td>
</tr>
<tr>
<td>JOUR 285</td>
<td>Introduction to Multimedia Journalism</td>
</tr>
<tr>
<td>JOUR 302</td>
<td>Mass Media Law</td>
</tr>
<tr>
<td>JOUR 402</td>
<td>Journalism Ethics</td>
</tr>
<tr>
<td>JOUR 444</td>
<td>Media Internship</td>
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<tr>
<td>JOUR 462</td>
<td>Senior Media Practicum</td>
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</tbody>
</table>

Media Technologies
Select from the following: 8
- JOUR 303 Web Audio and Video
- JOUR 340 Data Journalism
- JOUR 390 Visual Communication for the Mass Media
- JOUR 403 Multimedia Production for Public Relations and Advertising
- JOUR 410 Advanced Digital Journalism

Global and Cultural Perspectives
Select from the following: 4
- JOUR 219 Multicultural Society and the Mass Media
- JOUR 401 Global Communication

Select the News Track or the Public Relations Track: 20

News Track
Select 12 units from the following:
- JOUR 304 Public Affairs Reporting
- JOUR 333 Broadcast News
- JOUR 334 Editing
- JOUR 346 Broadcast Announcing and Production
- JOUR 348 Electronic News Gathering
- JOUR 407 Feature Writing
Select 8 units from the following (may be repeated):
- JOUR 352 Advanced Newspaper Reporting Practicum
- JOUR 353 Advanced Broadcast Journalism Practicum

Public Relations Track
Select 12 units from the following:
- JOUR 304 Public Affairs Reporting
  or JOUR 333 Broadcast News
  or JOUR 334 Editing
- JOUR 312 Public Relations
- JOUR 352 Advanced Newspaper Reporting Practicum
  or JOUR 353 Advanced Broadcast Journalism Practicum
Select 8 units from the following:
- JOUR 342 Public Relations Writing and Editing
- JOUR 412 Public Relations and Crisis Management
  or JOUR 413 Public Relations Campaigns
- JOUR 415 Advanced Public Relations Practice: CCPR

Journalism/ Media/ Mass Communication
No more than 16 units of these courses can be applied toward the degree: 16

Any JOUR course, including those listed above, if not used to meet major requirements, and:
- JOUR 201 Journalism History
- JOUR 205 Agricultural Communications
- JOUR 220 Introduction to Radio Broadcasting
- JOUR 270 Selected Topics
JOUR 320  Cal Poly Radio Laboratory
JOUR 331  Contemporary Advertising
JOUR 400  Special Problems for Advanced Undergraduates
JOUR 418  Copyright, Trademark, Patent and Commercial Speech in Digital Media
JOUR 470  Selected Advanced Topics
JOUR 471  Selected Advanced Laboratory

Media/ Mass Communication courses offered by other departments (see the list below)

Approved Electives

Students are encouraged to pursue minors or develop other areas of interest outside of Journalism, Media, and Mass Communication 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.

No approved electives may be taken in the area of Journalism/Media/Mass Communication. These include media/ mass communication courses offered in other departments. See the Restricted list below.  

SUPPORT COURSES

STAT 130  Statistical Reasoning (B1)  
or STAT 217  Introduction to Statistical Concepts and Methods  
or STAT 218  Applied Statistics for the Life Sciences  
or STAT 251  Statistical Inference for Management I

GENERAL EDUCATION (GE)

(See GE program requirements below.)

FREE ELECTIVES

Free Electives  

Total units

180

Media/ Mass Communications Courses

No more than 16 units of these courses can be applied toward the degree.

AGC 102  Orientation to Agricultural Communication  
AGC 200  Special Problems in Agricultural Communication  
AGC 207  Software Applications for Agricultural Publications  
AGC 270  Selected Topics  
AGC 301  New Media Communication Strategies in Agriculture  
AGC 339  Internship in Agricultural Communications  
AGC 400  Advanced Special Problems in Agricultural Communication  
AGC 407  Agricultural Publications  
AGC 426  Presentation Methods in Agricultural Communication  
ART 288  Interaction Design I  
ART 383  Digital Video I  
BUS 453  Digital and New Media Marketing  
BUS 459  Social Media’s Role in Integrated Marketing Communications  
COMS 317  Technology and Human Communication  
COMS 385  Media Criticism  
COMS 419  Media Effects  
ENGL 317  Technical Editing  
ENGL 319  Information Design and Production  
ENGL 411  New Media Arts I  
ENGL 412  New Media Arts II  
GRC 101  Introduction to Graphic Communication  
GRC 338  Web Development and Content Management  
GRC 339  Web Design and Production  
GRC 377  Web and Print Publishing  
GRC 420  Graphic Communication in Integrated Marketing Communications  
GRC 429  Digital Media  
GRC 440  Magazine Design Technology  
GRC 452  Emerging Technologies in Graphic Communication  
GRC 453  Design Reproduction Topics in Graphic Communication  
ISLA 240  Introduction to Media Arts and Technologies  
ISLA 320  Topics and Issues in Values, Media and Culture  
ISLA 340  Media Arts and Technologies: Storytelling  
ISLA 341  Media Arts and Technologies: Cinematic Process

1 Required in Major/Support; also satisfies GE.
2 JOUR 460 Senior Project (3 units) combined with one unit of additional JOUR upper division credit, may substitute for JOUR 462 Senior Media Practicum (4 units), with consent of department head.
3 This is particularly relevant to students pursuing minors in Agricultural Communication; Art & Design; Communication Studies; English; Graphic Communication; Integrated Marketing Communications; and Media Arts, Society and Technology.
4 If courses meeting GE requirements are used to satisfy Major requirements, additional units of free electives may be needed to satisfy the requirement of 180 units for the degree.
5 GRC majors have priority for registration in these highly impacted courses.

General Education (GE) Requirements

- 72 units required, 8 of which are specified in Major and/or Support.
- See the complete GE course listing (http://catalog.calpoly.edu/generalrequirementsbachelordegree/#generaleducationtext).
- Minimum of 12 units required at the 300 level.

Area A  Communication
A1  Expository Writing  

### BS Journalism

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<tbody>
<tr>
<td><strong>A2</strong></td>
<td>Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td><strong>A3</strong></td>
<td>Reasoning, Argumentation and Writing</td>
<td>4</td>
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<tr>
<td><strong>Area B</strong></td>
<td>Science and Mathematics</td>
<td></td>
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<tr>
<td><strong>B1</strong></td>
<td>Mathematics/Statistics (4 units in Support plus 4 units in GE)</td>
<td>4</td>
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<tr>
<td><strong>B2</strong></td>
<td>Life Science</td>
<td>4</td>
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<tr>
<td><strong>B3</strong></td>
<td>Physical Science</td>
<td>4</td>
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<tr>
<td><strong>B4</strong></td>
<td>One lab taken with either a B2 or B3 course</td>
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<tr>
<td><strong>B5</strong></td>
<td>Area B elective (select one course from B1-B5)</td>
<td>4</td>
</tr>
<tr>
<td><strong>Area C</strong></td>
<td>Arts and Humanities</td>
<td></td>
</tr>
<tr>
<td><strong>C1</strong></td>
<td>Literature</td>
<td>4</td>
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<tr>
<td><strong>C2</strong></td>
<td>Philosophy</td>
<td>4</td>
</tr>
<tr>
<td><strong>C3</strong></td>
<td>Fine/Performing Arts</td>
<td>4</td>
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<tr>
<td><strong>C4</strong></td>
<td>Upper-division elective</td>
<td>4</td>
</tr>
<tr>
<td><strong>Area D/E</strong></td>
<td>Society and the Individual</td>
<td></td>
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<tr>
<td><strong>D1</strong></td>
<td>The American Experience (Title 5, Section 40404 requirement)</td>
<td>4</td>
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<tr>
<td><strong>D2</strong></td>
<td>Political Economy</td>
<td>4</td>
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<tr>
<td><strong>D3</strong></td>
<td>Comparative Social Institutions</td>
<td>4</td>
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<tr>
<td><strong>D4</strong></td>
<td>Self Development (CSU Area E) (4 units in Major)</td>
<td>0</td>
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<tr>
<td><strong>D5</strong></td>
<td>Upper-division elective</td>
<td>4</td>
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<tr>
<td><strong>Area F</strong></td>
<td>Technology</td>
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<tr>
<td><strong>F</strong></td>
<td>Upper-division elective</td>
<td>4</td>
</tr>
</tbody>
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**Total units**: 64

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1 Required in Major/Support; also satisfies GE.