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>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 102</td>
</tr>
<tr>
<td>JOUR 203</td>
</tr>
<tr>
<td>JOUR/COMS 218</td>
</tr>
<tr>
<td>JOUR 285</td>
</tr>
<tr>
<td>JOUR 302</td>
</tr>
<tr>
<td>JOUR 402</td>
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<tr>
<td>JOUR 444</td>
</tr>
<tr>
<td>JOUR 462</td>
</tr>
</tbody>
</table>

Media Technologies

Select from the following:

- JOUR 303 Web Audio and Video
- JOUR 350 Data Journalism
- JOUR 390 Visual Communication for the Mass Media
- JOUR 410 Advanced Digital Journalism

Global and Cultural Perpectives

Select from the following:

- JOUR 219 Multicultural Society and the Mass Media
- JOUR 401 Global Communication

Select the News Track or the Public Relations Track:

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:

- 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
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

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAT 130</td>
<td>Statistical Reasoning (B1)</td>
<td>4</td>
</tr>
<tr>
<td>or STAT 217</td>
<td>Introduction to Statistical Concepts and Methods</td>
<td></td>
</tr>
<tr>
<td>or STAT 218</td>
<td>Applied Statistics for the Life Sciences</td>
<td></td>
</tr>
<tr>
<td>or STAT 251</td>
<td>Statistical Inference for Management I</td>
<td></td>
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</tbody>
</table>

GENERAL EDUCATION (GE)

(See GE program requirements below.)

FREE ELECTIVES

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Electives</td>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>

Total units 180

Media/ Mass Communications Courses

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGC 102</td>
<td>Orientation to Agricultural Communication</td>
<td>2</td>
</tr>
<tr>
<td>AGC 200</td>
<td>Special Problems in Agricultural Communication</td>
<td>1-4</td>
</tr>
<tr>
<td>AGC 207</td>
<td>Software Applications for Agricultural Publications</td>
<td>2</td>
</tr>
<tr>
<td>AGC 270</td>
<td>Selected Topics</td>
<td>1-4</td>
</tr>
<tr>
<td>AGC 301</td>
<td>New Media Communication Strategies in Agriculture</td>
<td>4</td>
</tr>
<tr>
<td>AGC 339</td>
<td>Internship in Agricultural Communications</td>
<td>1-12</td>
</tr>
<tr>
<td>AGC 400</td>
<td>Advanced Special Problems in Agricultural Communication</td>
<td>1-4</td>
</tr>
<tr>
<td>AGC 407</td>
<td>Agricultural Publications</td>
<td>4</td>
</tr>
<tr>
<td>AGC 426</td>
<td>Presentation Methods in Agricultural Communication</td>
<td>4</td>
</tr>
<tr>
<td>ART 288</td>
<td>Interaction Design I</td>
<td>4</td>
</tr>
<tr>
<td>ART 383</td>
<td>Digital Video I</td>
<td>4</td>
</tr>
<tr>
<td>BUS 453</td>
<td>Digital and New Media Marketing</td>
<td>4</td>
</tr>
</tbody>
</table>

BUS 459  | Social Media’s Role in Integrated Marketing Communications       | 4     |
| COMS 317 | Technology and Human Communication                              | 4     |
| COMS 385 | Media Criticism                                                 | 4     |
| COMS 419 | Media Effects                                                   | 4     |
| ENGL 317 | Technical Editing                                               | 4     |
| ENGL 319 | Information Design and Production                               | 4     |
| ENGL 411 | New Media Arts I                                                | 4     |
| ENGL 412 | New Media Arts II                                               | 4     |
| GRC 101  | Introduction to Graphic Communication                           | 3     |
| GRC 338  | Web Development and Content Management                          | 4     |
| GRC 339  | Web Design and Production                                       | 4     |
| GRC 377  | Web and Print Publishing                                        | 4     |
| GRC 420  | Graphic Communication in Integrated Marketing Communications     | 4     |
| GRC 429  | Digital Media                                                   | 3     |
| GRC 440  | Magazine Design Technology                                      | 4     |
| GRC 452  | Emerging Technologies in Graphic Communication                  | 3     |
| GRC 453  | Design Reproduction Topics in Graphic Communication              | 3     |
| ISLA 240 | Introduction to Media Arts and Technologies                     | 4     |
| ISLA 320 | Topics and Issues in Values, Media and Culture                  | 4     |
| ISLA 340 | Media Arts and Technologies: Storytelling                       | 4     |
| ISLA 341 | Media Arts and Technologies: Cinematic Process                  | 4     |

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/generalrequirementsbachelorsdegree/#generaleducationtext).
- Minimum of 12 units required at the 300 level.

Area A  Communication
A1  Expository Writing  4
A2  Oral Communication  4
<table>
<thead>
<tr>
<th>Area</th>
<th>Requirement</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>A3</td>
<td>Reasoning, Argumentation and Writing</td>
<td>4</td>
</tr>
<tr>
<td><strong>Area B</strong></td>
<td><strong>Science and Mathematics</strong></td>
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<tr>
<td>B1</td>
<td>Mathematics/Statistics (4 units in Support plus 4 units in GE)</td>
<td>4</td>
</tr>
<tr>
<td>B2</td>
<td>Life Science</td>
<td>4</td>
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<tr>
<td>B3</td>
<td>Physical Science</td>
<td>4</td>
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<tr>
<td>B4</td>
<td>One lab taken with either a B2 or B3 course</td>
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<tr>
<td>B5</td>
<td>Area B elective (select one course from B1-B5)</td>
<td>4</td>
</tr>
<tr>
<td><strong>Area C</strong></td>
<td><strong>Arts and Humanities</strong></td>
<td></td>
</tr>
<tr>
<td>C1</td>
<td>Literature</td>
<td>4</td>
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<tr>
<td>C2</td>
<td>Philosophy</td>
<td>4</td>
</tr>
<tr>
<td>C3</td>
<td>Fine/Performing Arts</td>
<td>4</td>
</tr>
<tr>
<td>C4</td>
<td>Upper-division elective</td>
<td>4</td>
</tr>
<tr>
<td><strong>Area D/E</strong></td>
<td><strong>Society and the Individual</strong></td>
<td></td>
</tr>
<tr>
<td>D1</td>
<td>The American Experience (Title 5, Section 40404 requirement)</td>
<td>4</td>
</tr>
<tr>
<td>D2</td>
<td>Political Economy</td>
<td>4</td>
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<tr>
<td>D3</td>
<td>Comparative Social Institutions</td>
<td>4</td>
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<tr>
<td>D4</td>
<td>Self Development (CSU Area E) (4 units in Major)</td>
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<tr>
<td>D5</td>
<td>Upper-division elective</td>
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<tr>
<td><strong>Area F</strong></td>
<td><strong>Technology</strong></td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Upper-division elective</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total units</strong></td>
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<td>64</td>
</tr>
</tbody>
</table>

1 Required in Major/Support; also satisfies GE.