

SCHOOL OF COMMUNICATION

B.A. Journalism and Promotional Communication Journalism Track

Journalism provides training in the skills necessary to succeed in a modern digital newsroom. For their final two semesters, majors produce the *Cleveland Stater*, which is a laboratory digital newspaper (clevelandstater.com) housed in the School of Communication.

The theory courses focus on learning and understanding the relationship among news media, society, politics and the economy, the ethics professional journalist are expected to uphold, and understanding the importance of journalism and a free press for democracies and supporting equitable treatment and

- Professional writing and reporting remain foundational to journalism. Our program trains you in these skills and provides experience through working on the *Cleveland Stater Lab Newspaper*.
- Today's journalists are also expected to have digital skills to compose reporting across multiple media platforms while engaging audiences through social media.
- Digital Storytelling is the focus of the curriculum.
- *Journalism* majors receive hands-on training in the tools (e.g. Adobe Creative Suite) necessary to create effective digital content.
- Specific skills include podcasting, photo editing, video editing, and effective use of social media.
- We encourage Journalism majors to both write for other campus publications and complete internships in Northeast Ohio news industry.

Types of Careers

Students emerge with 'in demand' skills, and most seek opportunities in journalism, television, radio, and digital news platforms. Since these writing and digital content skills are sought after by most organizations, other majors have pursued careers in areas such as professional writing, strategic communication, public relations, advertising, corporate communication, nonprofits, and others too varied to list.

Internships

The School of Communication encourages *Journalism and Promotional Communication* majors to complete at least one internship during their undergraduate studies. Internships allows students to gain valuable skills, network with professionals in their field, gain professional feedback, and build their resume. For more information about School of Communication Internships visit our website: <https://class.csuohio.edu/communication/cominternships>.

If you are interested in the *Journalism* Major to contact the School of Communication for more information and schedule an appointment with our *Journalism and Promotional Communication* Major Director:



216-687-4630



communication@csuohio.edu



2001 Euclid Avenue, MU 233 Cleveland, Ohio

JOURNALISM & PROMOTIONAL COMMUNICATION MAJOR
Journalism Sequence Requirements

Effective Fall 2018

Students must complete a minimum of 43 credits and maintain a 2.25 GPA to graduate with a major in Journalism and Promotional Communication. All School of Communication Majors are required to successfully complete Com 101 (Principles of Communication) and Com 303 (Communication Inquiry) with a minimum grade of C. Students in the Journalism & Promotional Communication Major must complete Com 225 (Media Writing) with a minimum grade of B- (B minus). Transfer students must complete at least 20 credit hours, including their capstone, in communication courses at CSU.

School Core Courses (6 credits)

___ COM 101 Principles of Communication

___ COM 303 Communication Inquiry*

Major Lower Division Core Courses (9 credits)

___ COM 224 Foundations Journalism & Prom. Com.*

___ COM 225 Media Writing*

___ COM 226 Mass Media & Society*

Major Upper Division Core Courses (6 credits)

___ COM 335 Multimedia Storytelling *

___ COM 425 Publication Design*

Journalism Major Core Courses (12 Credits)

___ COM 326 Advanced Reporting and Editing*

___ COM 347 Political Communication

___ COM 358 Media Law, Economics & Ethics

___ COM 427 News Media Laboratory* (1st Sem)

Journalism Restrictive Elective Courses (6 credits)

Select two of the following courses:

___ COM 315 Photojournalism

___ COM 327 Media Criticism

___ COM 328 Specialized Writing*

___ COM 359 International Communication*

___ COM 361 Social Issues in News*

___ COM 370 Com Technology & Social Change

___ COM 405 Multi-Media Journalism

___ COM 485 Science Writing for the Media

___ COM 490 Internship in Communication*

___ FMA 321 Writing for Broadcast & Interactive Media

___ FMA 445 The Documentary

Journalism Major Capstone Courses (4 Credits)

___ COM 427 News Media Laboratory** (2nd Sem)

___ COM 363 Journalism & Media Laboratory** (1 credit)

**Com 363 and the 2nd Semester of Com 427 must be taken concurrently.

* Indicates courses with pre-requisites. Please check for pre-requisites located with the course descriptions in CSU's online Undergraduate Catalog.

Students with questions regarding their Major Degree Requirements should contact the School of Communication's Main Office at (216) 687-4630 to set up an appointment with their Major Academic Advisor. Questions concerning Graduation and General Education Requirements should be directed to the C.L.A.S.S. Advising Office at (216) 687-5040.

Journalism and Promotional Communication Major Adviser Notes:

Signature

Date