### Arizona State University — College of Public Programs
#### Walter Cronkite School of Journalism and Mass Communication

**Curriculum Check Sheet (2004–05 Catalog)**

**B.A.—Journalism & Mass Communication**

**Name (Last, First, M.I.)**  
**ASU I.D. No.**  
**Advisor Name**

<table>
<thead>
<tr>
<th>Course Number and Title</th>
<th>Sem.</th>
<th>Hrs.</th>
<th>College/Grade</th>
<th>Upper Div.</th>
<th>#</th>
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<tbody>
<tr>
<td>First Year Composition (ENG 101 &amp; 102, or 105, or 107 &amp; 108, “C” min. required.)</td>
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<tr>
<td>Mathematics (6 hrs.) MA and Computers/Statistics (CS)</td>
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<tr>
<td>Humanities/Fine Arts (6 hrs.) (HU)</td>
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<tr>
<td>Social/Behavioral Sciences (9 hrs.) (SB)</td>
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**University General Studies Requirements**

Total G.S.: _________

<table>
<thead>
<tr>
<th>Course Number and Title</th>
<th>Sem.</th>
<th>Hrs.</th>
<th>College/Grade</th>
<th>Upper Div.</th>
<th>#</th>
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<tbody>
<tr>
<td>Natural Sciences (8 hrs.) (2 lecture &amp; lab courses)</td>
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<tr>
<td>Mathematical Studies</td>
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<td>Humanities/Fine Arts</td>
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<td>Social/Behavioral Sciences</td>
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**CORE AREAS** – Literacy and Critical Inquiry (6 hrs.) 3 hrs. must be upper division

L – See major

L – See major

Natural Sciences (8 hrs.) (2 lecture & lab courses)

SQ or SG

☐ 3 hrs. upper division HU or SB

**University Awareness Areas** (must meet all 3)  
☐ Global Awareness (G)  
☐ Historical Awareness (H)  
☐ Cultural Diversity (C)

Many Gen. Studies, COPP, and major reps, may meet awareness areas. Check Catalog and Schedule of Classes for awareness designations. A single course may meet a max. of two awareness areas.

**College of Public Programs Requirements**

Total COPP: _________

<table>
<thead>
<tr>
<th>Course Number and Title</th>
<th>Sem.</th>
<th>Hrs.</th>
<th>College/Grade</th>
<th>Upper Div.</th>
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<tbody>
<tr>
<td>COPP Computer Requirement (any CS computer course—see back) *</td>
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<tr>
<td>COPP Writing Competency Requirement</td>
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<td>COPP Communication Requirement</td>
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**B.A. — Journalism and Mass Communication Major Requirements**

Total Major: _________

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<tr>
<th>Course Number and Title</th>
<th>Sem.</th>
<th>Hrs.</th>
<th>College/Grade</th>
<th>Upper Div.</th>
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<tbody>
<tr>
<td>L – COM 225 or 241</td>
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<td>HU – ENG (Literature)</td>
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<td>HU – PHI</td>
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<td>SB – HST</td>
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<td>SB – POS 110 or 310</td>
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<td>SB – PGS 101</td>
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<td>SB – ECN 111 or 112</td>
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<td>Advanced English Comp. (Choose from ENG 210, 215, 216, 217, 218, or 301) ENG</td>
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Non-English Language. Intermediate competency (202 level) required.  
A minimum grade of “C” required at the 202 level.

* 4
* 4
* 4
* 4

Related Area (12 hrs.) See academic advisor for recommended areas.  
A minimum grade of “C” is required.

* 3
* 3
* 3
* 3

**Electives** (Min. 18 hrs.)

Total Electives: _________

<table>
<thead>
<tr>
<th>Course Number and Title</th>
<th>Sem.</th>
<th>Hrs.</th>
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<tbody>
<tr>
<td>Courses used to satisfy 120 hours minimum and/or 45 upper division hours minimum:</td>
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☐ ACEJMC 80/65 hour requirement met.

Community College (max. 64 hrs.)  
Campus Resident Credit (min. 30)

Total Transfer Credit

Upper Div. Hrs. (min. 45)

Total Hrs. (min. 120)
Bachelor of Arts in Journalism and Mass Communication Degree Requirements

General Studies Requirements
All undergraduate students in the College of Public Programs are required to complete the university General Studies requirements in order to be eligible for graduation in any of the undergraduate curricula offered by the college. Many general studies requirements may simultaneously fulfill college and major requirements (see shaded regions).

College Requirements
In addition to the university General Studies requirements, the College of Public Programs requires the following:

Communication Requirement
Cronkite School majors satisfy this requirement by taking either:
COM 225 Public Speaking (L)
COM 241 Intro. to Oral Interpretation (L, HU)

Writing Competency Requirement
Cronkite School majors satisfy this requirement by taking the following:
JMC 201 Journalism Newswriting

Major Requirements

English Proficiency Exam
Each student must pass an English proficiency exam in order to continue School courses beyond MCO 110 or MCO 120. The exam is given during MCO 110 and throughout each semester on a regularly scheduled basis through the School office.

Computer Science Requirement
A computer science course is required for all undergraduate majors in the College of Public Programs. Any CS course from the university General Studies list that involves the use of computer application skills is acceptable. Below is a list of commonly taken courses:
CSE 180 Computer Literacy
CIS 200 Computers in Business
EDT 321 Computer Literacy
EDT 323 Computer Applications

College Requirements
All students entering the School are admitted with pre-admission competency deficiencies. Applicants must complete admission competency deficiencies within the first two years of enrollment at ASU.

Requirements for Professional Status
All undergraduate students in the College of Public Programs require the following:

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Suggested Two-Year Curriculum

Freshman
1st semester
*ENG 101 3
*ENG 102 3
*MAT 113, 114, 117 or above
*SB 3
UNI 101 or 100 OR 1–3
Non-English Lang. 4
Total hours 12–14

2nd semester
*ENG 102 3
*MCO 110 3
SQ/SG Lab. Science 4
Non-English Lang. 4
*COPP Computer 3
Total hours 13–17

Sophomore
3rd semester
*JMC 201 3
*COM 225 or 241 3
Non-English Lang. 4
Elective 3
Total hours 14–17

4th semester
*JMC 201 3
Advanced Eng. Comp.
Non-English Lang. 4
Elective 3
Total hours 13–16

*Must be completed prior to admission to professional program

Requirements for Professional Status
All students entering the School are admitted with pre-professional status, which allows them to take required lower division major courses. The requirements to apply for professional status are:

• the completion of at least 56 semester hours by the start of professional status;
• achievement of a minimum cumulative GPA of 2.50 (3.0 or higher GPA strongly recommended);
• achievement of a minimum major GPA of at least 3.0 is strongly recommended;
• the completion of the following courses:
  MCO 110 or MCO 120 AND JMC 201
• Submission of formal application.

Completion of the minimum requirements for eligibility does not guarantee admission to the upper division professional program. The admissions committee considers a variety of criteria, including cumulative GPA, major GPA, recent media experience, writing ability, and commitment to the field. Admission to the School is competitive and based on available resources. Students may apply twice.

Journalism
Baseline: JMC 301 Reporting
Major Concentration (9 hours required)
JMC 300 Adv. Brd. Newswriting (brd)
JMC 315 Intro to Editing (print)
JMC 315 Brd. News Rptg. (brd)
JMC 351 Photojoj I (visual)
JMC 420 Rptg. Pub. Aff. (print)
JMC 425 Online Media
JMC 451 Photojoj II (visual)
JMC 452 Photojoj III (visual)
JMC 465 Precision Jrn. (print)
Capstone: (one course)
JMC 413 Advanced Editing
JMC 440 Magazine Wrtr.
JMC 445 Science Rptg.
JMC 470 Depth Rptg.
JMC 475 TV Newscast Prod.
Major Electives (3–12 hours)

Media Analysis and Criticism
Baseline: MCO 240 Media Iss. Pop. Culture
Major Concentration (9 hours required)
JMC 200 Intro. to Electronic Media
JMC 332 Broadcast Programming
JMC 433 Sales & Promotion
JMC 494 Media Management
JMC 494 Understanding the Audience
MCO 418 Hist. of Mass Comm.
MCO 435 Emerging Media Technology
MCO 470 Issues in Mgmt. & Strategies
Capstone:
JMC 472 Elect. Media Management
Major Electives (3–12 hours)

Media Management
Baseline: JMC 200 Intro. to Elect. Media
Major Concentration (9 hours required)
JMC 332 Broadcast Programming
JMC 433 Sales & Promotion
JMC 494 Media Management
JMC 494 Understanding the Audience
MCO 418 Hist. of Mass Comm.
MCO 435 Emerging Media Technology
MCO 470 Issues in Mgmt. & Strategies
Capstone:
JMC 472 Elect. Media Management
Major Electives (3–12 hours)

Media Production
Baseline: JMC 235 Electronic Media Prod.
Major Concentration (9 hours required)
JMC 200 Intro. to Electronic Media
JMC 202 Radio-TV Writing
JMC 345 Videography
JMC 394 Station Operations
JMC 414 Electronic Publication Design
JMC 415 Writing for Public Relations
JMC 417 Public Relations Campaigns
JMC 425 Online Media
JMC 437 Documentary Production
JMC 494 Multimedia Video
Capstone: (one course)
JMC 475 TV Newscast Production
JMC 494 Adv. Multiple Media Prod.
Major Electives (3–12 hours)

Strategic Media & Public Relations
Baseline: JMC 270 Public Relations Tech.
Major Concentration (9 hours required)
JMC 200 Intro. to Electronic Media
JMC 345 Videography
JMC 401 Advanced P. R. (required)
JMC 414 Electronic Publication Design
JMC 415 Writing for Public Relations
JMC 425 Online Media
JMC 440 Magazine Wrtr.
JMC 472 Electronic Media Mgmt.
JMC 494 Understanding the Audience
MCO 421 Media Problems
MCO 435 Emerging Media Technology
MCO 456 Political Communication
MCO 460 Race, Gender, & Media
MCO 473 Sex, Love & Romance in MM
MCO 494 Media and Politics
MCO 494 American Political Film
Capstone:
JMC 472 Elect. Media Management
Major Electives (3–12 hours)

Major Electives (3–9 hours)