# Arizona State University — College of Public Programs

## Walter Cronkite School of Journalism and Mass Communication

### Curriculum Check Sheet (2002–03 and 2003–04 Catalog)

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

<table>
<thead>
<tr>
<th>Name (Last, First, M.I.)</th>
<th>ASU I.D. No.</th>
<th>Advisor Name</th>
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<tbody>
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</table>

### AGEC or TGECC Certification
- [ ] Yes
- [ ] No

### University General Studies Requirements

<table>
<thead>
<tr>
<th>Course Number and Title</th>
<th>Sem.</th>
<th>Hrs.</th>
<th>College/Grade</th>
<th>Upper Div.</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year Composition (ENG 101 &amp; 102, or 105, or 107 &amp; 108, “C” min. required.)</td>
<td>3</td>
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<tr>
<td>Mathematical Studies (6 hrs.) Math (MA) and Computers/Statistics (CS)</td>
<td>3</td>
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<tr>
<td>Humanities/Fine Arts (6 hrs.) (HU)</td>
<td>15 hours required in HU/SB</td>
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<tr>
<td>Social/Behavioral Sciences (9 hrs.) (SB)</td>
<td>SB – See major</td>
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<tr>
<td>Natural Sciences (8 hrs.) (2 lecture &amp; lab courses)</td>
<td>4</td>
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<tr>
<td>Languages (8 hrs.)</td>
<td>SQ – See major</td>
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<tr>
<td>3 hrs. upper division HU or SB</td>
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### CORE AREAS

- Literacy and Critical Inquiry (6 hrs.)
- Humanities/Fine Arts (6 hrs.)
- Social/Behavioral Sciences (9 hrs.)

### University Awareness Areas

- Global Awareness (G)
- Historical Awareness (H)
- Cultural Diversity (C)

### College of Public Programs Requirements

<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>
<td>3</td>
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<td></td>
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<tr>
<td>COPP Writing Competency Requirement</td>
<td>(met by major)</td>
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<tr>
<td>COPP Communication Requirement</td>
<td>(met by major)</td>
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### B.A. — Journalism and Mass Communication Major Requirements

<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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</thead>
<tbody>
<tr>
<td>Cronkite School Requirements</td>
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<tr>
<td>L – COM 225 or 241</td>
<td>3</td>
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<tr>
<td>HU – ENG (Literature)</td>
<td>3</td>
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<td>HU – PHI</td>
<td>3</td>
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<td>SB – HST</td>
<td>3</td>
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<td>SB – POS 110 or 310</td>
<td>3</td>
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<td>SB – PGS 101</td>
<td>3</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)</td>
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<td>ENG</td>
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<td>Non-English Language. Intermediate competency (202 level) required. A minimum grade of “C” required at the 202 level.</td>
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<tr>
<td>Related Area (12 hrs.) See academic advisor for recommended areas. A minimum grade of “C” is required.</td>
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### Electives (Min. 18 hrs.)

<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>Standards met.</td>
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<tr>
<td>ACEJMC 80/65 hour requirement met.</td>
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<tr>
<td>Community College (max. 64 hrs.)</td>
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<td>Campus Resident Credit (min. 30)</td>
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<td>Total Transfer Credit</td>
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<tr>
<td>Upper Div. Hrs. (min. 45)</td>
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<tr>
<td>Total Hrs. (min. 120)</td>
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Bachelor of Arts in Journalism and Mass Communication Degree Requirements

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

Writing Competency Requirement
Cronkite School majors satisfy this requirement by taking the following:

- JMC 201 Journalism Newswriting

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.

Suggested Two-Year Curriculum
Complete admission competency deficiencies within the first two years of enrollment at ASU.

<table>
<thead>
<tr>
<th>Freshman</th>
<th>2nd semester</th>
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<tbody>
<tr>
<td>*ENG 101</td>
<td>3</td>
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<td>*MAT 113, 114, 117 or above</td>
<td>3</td>
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<tr>
<td>SB 3</td>
<td>SQ/SG Lab. Science</td>
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<td>UNI 101 or 100 OR</td>
<td>1–3</td>
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<td>Non-English Lang.</td>
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<tr>
<td>Total hours</td>
<td>12–14</td>
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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

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.

Major Concentration Requirements

**Journalism**
Baseline: JMC 301 Reporting
Major Concentration (9 hours required)
- JMC 300 Adv. Bkd. Newswriting (brd)
- JMC 313 Intro. to Editing (print)
- JMC 315 Bkd. News Rptg. (brd)
- JMC 351 Photoj I (visual)
- JMC 425 Online Media
- JMC 451 Photoj II (visual)
- JMC 452 Photoj III (visual)
- JMC 465 Precision Jmn. (print)

Capstone: (one course)
- JMC 413 Advanced Editing
- JMC 440 Magazine Wrtg.
- JMC 445 Science Rptg.
- JMC 470 Depth Rptg.
- JMC 475 TV Newscast Prod.

Major Electives (3–9 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 412 Editorial Interpretation
- JMC 494 Understanding the Audience
- MCO 418 Hist. of Mass Comm.
- MCO 430 International Mass Comm.
- MCO 435 Emerging Media Technology
- MCO 450 Visual Communication
- MCO 456 Political Communication
- MCO 460 Race, Gender, & Media
- MCO 473 Sex, Love & Marriage in MM
- MCO 494 Media and Politics
- MCO 494 American Political Film

Capstone:
- MCO 421 Media Problems
- Major Electives (3–9 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 421 Media Problems
- MCO 435 Emerging Media Technology
- MCO 470 Issues in Mgmt. & Strategies

Capstone:
- JMC 472 Elect. Media Management
- Major Electives (3–9 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 425 Online Media
- JMC 437 Documentary Production
- JMC 494 Multimedia Video

Capstone:
- JMC 475 TV Newscast Production
- JMC 494 Adv. Multiple Media Prod.

Major Electives (3–9 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 Writing
- JMC 472 Electronic Media Mgmt.
- JMC 494 Understanding the Audience
- MCO 421 Media Problems
- MCO 435 Emerging Media Technology
- MCO 456 Political Communication
- MCO 470 Issues in Mgmt. & Strategy

Capstone:
- JMC 417 Public Relations Campaigns
- Major Electives (3–9 hours)

This check sheet is intended as a guide to your studies at ASU. The official university catalog takes precedence should there be any inconsistencies.