

# STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN CONVERGED JOURNALISM

## PROGRAM LEARNING OUTCOMES

### Strategic COMMUNICATION and Media - CONVERGED JOURNALISM, BS

- **Converged Journalism:** Demonstrate the ability to write all elements of a basic news story following AP professional journalistic style, with proper content, grammar, style, and editing components.
- **Media Technology:** Employ new-media technologies in reporting.
- **Reporting & Investigating:** Employ advanced reporting and investigative skills.

## STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively.
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century.
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data.

## RELATED LINKS

Strategic Communication and Media - Converged Journalism, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-converged-journalism/>)

Strategic Communication and Media Department Page (<https://www.sru.edu/academics/colleges-and-departments/cob/departments/communication/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

## CURRICULUM GUIDE

### GPA REQUIREMENT

Major GPA: 2.0 or higher

Overall GPA: 2.0 or higher

### SUMMARY\*

Code	Title	Hours
	Rock Studies 2 Requirements	42
	Other Basic Requirements	0-3
	Computer Competency	0-3
	Major/Concentration Requirements	57
	Electives	21

\* All undergraduate degree programs require a minimum of 120 credits.

Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

## ROCK STUDIES 2 REQUIREMENTS

Code	Title	Hours
<b>The Rock</b>		
SUBJ 139	Foundations of Academic Discovery <sup>1</sup>	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15
<b>Integrated Inquiry</b>		
<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
<i>Humanities Inquiry</i>		
Select 3 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
<i>Social Science Inquiry</i>		
Select 3 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
<i>Natural Sciences Inquiry</i>		
SCI 101	Science of Life	3
<i>Physical Sciences Inquiry</i>		
SCI 102	Understanding the Physical World	3
Subtotal		15
<b>Thematic Thread</b>		
Select 12 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> ) <sup>2</sup>		12
<b>Total Hours</b>		<b>42</b>

<sup>1</sup> Course offered in multiple subjects; cannot take course in first major subject.

<sup>2</sup> One course from each category; six credits must be 300-level or above; no more than 4 credits from one subject area; specific courses required in first major, regardless of prefix of course, cannot be used to satisfy thread requirements; any course with same prefix as first major cannot be used to satisfy thread requirements, even if it is not a course in the first major.

## Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		0-3
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	
<b>Total Hours</b>		<b>0-3</b>

## Computer Competency

Code	Title	Hours
Demonstrate "computer competency" by one of the following:		0-3
Pass Computer Competency Exam OR		
Select one of the following at SRU or another post-secondary institution:		
CPSC 100	Introduction to Computing for Liberal Arts	
CPSC 110	Computer Concepts	
CPSC 130	Introduction to Computing and Programming	
PE 202	Technology for Wellness	
<b>Total Hours</b>		<b>0-3</b>

## DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

## MAJOR REQUIREMENTS

- 29 major credits must be taken at SRU or PASSHE
- 29 major credits must be taken at the 300 level or above

Code	Title	Hours
<b>Core Requirements</b>		
COMM 110	Communication Concepts <sup>1,2</sup>	3
COMM 263	Mass Media and Society <sup>1</sup>	3
COMM 310	Communication Research Methods <sup>1,2</sup>	3
COMM 410	Communication Law <sup>1,2</sup>	3
COMM 497	Senior Capstone Seminar <sup>1</sup>	3
Subtotal		15
<b>Journalism Requirements</b>		
COMM 235	Introduction to Digital Design <sup>1</sup>	3
or COMM 248	Interactive Multimedia <sup>1</sup>	
COMM 242	Media Writing <sup>1,2</sup>	3
COMM 247	Photojournalism <sup>1</sup>	3
COMM 347	New-Media Journalism <sup>1</sup>	3
COMM 348	Advanced Journalistic Writing and Reporting <sup>1</sup>	3
COMM 354	TV Studio Production <sup>1</sup>	3
COMM 355	TV Field Production <sup>1</sup>	3
COMM 450	Internship <sup>1</sup>	3-12
Subtotal		24-33
<b>Journalism Electives</b>		
Select 6 courses (at least two must be at the 400 level)		18
COMM 205	Audio Production <sup>1</sup>	
COMM 235	Introduction to Digital Design <sup>1</sup>	
COMM 248	Interactive Multimedia <sup>1</sup>	
COMM 254	Video Production <sup>1</sup>	
COMM 307	Social Media <sup>1</sup>	
COMM 334	Publication Production <sup>1</sup>	
COMM 342	Sports Journalism	
COMM 365	Sports and Esports Production	
COMM 405	Global Media <sup>1</sup>	

COMM 422	History of Journalism <sup>1</sup>	
COMM 441	Issues in Journalism <sup>1</sup>	
COMM 454	Live Broadcast Production <sup>1</sup>	
COMM 455	History of Broadcasting <sup>1</sup>	
Subtotal		18
<b>Total Hours</b>		<b>57-66</b>

<sup>1</sup> Course counts for 50% of Major and Major GPA

<sup>2</sup> A grade of 'C' or higher must be earned in these courses

\* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

## Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

STRATEGIC COMMUNICATION & MEDIA- BS (2119)

Concentration in Converged Journalism (CVJR)

This program is effective as of Summer 2022

Revised 06.02.2022

UCC 3.1.22

## RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
<b>First Year</b>		
<b>Fall</b>		
COMM 110	Communication Concepts	3
COMM 263	Mass Media and Society	3
ENGL 102	Critical Writing	3
ESAP 101	FIRST Seminar *	1
SUBJ 139	Foundations of Academic Discovery <sup>1</sup>	3
Creative & Aesthetic Inquiry ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
ENGL 104	Critical Reading	3
COMM 235	Introduction to Digital Design	3
or COMM 248	or Interactive Multimedia <sup>1</sup>	
MATH 117	Quantitative Reasoning	3
Humanities Inquiry ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
<b>Hours</b>		<b>15</b>

**Second Year****Fall**

COMM 242	Media Writing	3
SCI 101	Science of Life	3
Converged Journalism Elective		3
Social Science Inquiry ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
Elective		3
Declare a Thematic Thread <sup>2</sup>		

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**Hours** **15**

**Spring**

COMM 247	Photojournalism (S)	3
SCI 102	Understanding the Physical World	3
Converged Journalism Elective		3
Thematic Thread Requirement ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
Electives		3

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**Hours** **15**

**Third Year****Fall**

COMM 310	Communication Research Methods	3
COMM 347	New-Media Journalism	3
Converged Journalism Elective		3
Thematic Thread Requirement ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
Elective		3

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**Hours** **15**

**Spring**

COMM 355	TV Field Production	3
Thematic Thread Requirement ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
Converged Journalism Elective		3
Electives		6

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**Hours** **15**

**Fourth Year****Fall**

COMM 410	Communication Law	3
COMM 354	TV Studio Production	3
Converged Journalism Elective		3
Thematic Thread Requirement ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		6
Elective		

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**Hours** **15**

**Spring**

COMM 497	Senior Capstone Seminar	3
COMM 348	Advanced Journalistic Writing and Reporting	3
COMM 450	Internship	3
Converged Journalism Elective		3
Electives		3

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**Hours** **15**

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**Total Hours\*\*** **121**

<sup>1</sup> Course offered in multiple subjects; cannot take course in first major subject.

<sup>2</sup> Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

\* Students are encouraged to take ESAP 101 as a Free Elective.

**\*\* This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.**

Major Code: 2119

Concentration Code: CVJR

Revised: 05.03.2022