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

PROGRAM LEARNING OUTCOMES:

Strategic COMMUNICATION and Media - MULTIMEDIA JOURNALISM, BS

- **5.1 Journalistic Writing:** Demonstrate the ability to develop and write news stories for print, broadcast, and digital platforms following AP professional journalistic style, with proper content, grammar, style, and editing components. (SRU SLO 1, SRU SLO 5)
- **5.2 Media Technology:** Employ new-media technologies in reporting. (SRU SLO 1, SRU SLO 5, SRU SLO 10)
- **5.3 Reporting & Investigating:** Employ advanced reporting and investigative skills. (SRU SLO 2, SRU SLO 5, SRU SLO 7)

STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively. (SRU SLO 1)
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century. (SRU SLO 8)
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data. (SRU SLO 2)

Related Links

Strategic Communication and Media - Multimedia 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
The Rock		
SUBJ 139	Foundations of Academic Discovery [1]	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
Integrated Inquiry		
Creative and Aesthetic Inquiry		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Humanities Inquiry		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Social Science Inquiry		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Natural Sciences Inquiry		
SCI 101	Science of Life	3
Physical Sciences Inquiry		
SCI 102	Understanding the Physical World	3
Subtotal		15
Thematic Thread		
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) [2]		12
Total Hours		**42**

[1] Course offered in multiple subjects; cannot take course in first major subject.
[2] 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	
Total Hours		**0-3**

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	
Total Hours		**0-3**

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
Core Requirements		
COMM 110	Communication Concepts [1,2]	3
COMM 263	Mass Media and Society [1]	3
COMM 310	Communication Research Methods [1,2]	3
COMM 410	Communication Law [1,2]	3
COMM 497	Senior Capstone Seminar [1]	3
Subtotal		15
Journalism Requirements		
COMM 205	Audio Production [1]	3
or COMM 352	Digital Radio Production	
COMM 235	Introduction to Digital Design [1]	3
or COMM 248	Interactive Multimedia 1	
COMM 242	Media Writing [1,2]	3
COMM 247	Photojournalism [1]	3
COMM 347	New-Media Journalism [1]	3
COMM 354	Multi-Camera Studio Production [1]	3
COMM 355	Video Field Production [1]	3
COMM 448	Advanced Media Writing and Reporting [1]	3
COMM 450	Internship [1]	3-12
Subtotal		27-36
Journalism Electives		
Select 5 courses (at least one must be at the 400 level).		15
COMM 205	Audio Production [1]	
COMM 235	Introduction to Digital Design [1]	
COMM 248	Interactive Multimedia 1 [1]	
COMM 254	Video Production [1]	
COMM 303	Communication and Media Ethics [1]	
COMM 307	Social Media [1]	
COMM 334	Publication Production [1]	
COMM 342	Sports Journalism [1]	
COMM 352	Digital Radio Production [1]	
COMM 365	Sports and Esports Production [1]	
COMM 405	Global Media [1]	
COMM 422	History of Journalism [1]	
COMM 441	Issues in Journalism [1]	
COMM 454	Live Broadcast Production [1]	
COMM 455	History of Broadcasting [1]	
COMM 458	Media Criticism [1]	
Subtotal		15
Total Hours		**57-66**

[1] Course counts for 50% of Major and Major GPA

[2] 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 Multimedia Journalism (MUJO)
This program is effective as of Summer 2023
Revised: 07.11.2023
UCC: 02.28.2023

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
COMM 110	Communication Concepts	3
COMM 263	Mass Media and Society	3
ENGL 102	Critical Writing	3
ESAP 101	FYRST Seminar *	1
SUBJ 139	Foundations of Academic Discovery [1]	3
Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
	Hours	**16**
Spring		
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 1	

MATH 117	Quantitative Reasoning	3
Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
	Hours	**15**
Second Year		
Fall		
COMM 242	Media Writing	3
SCI 101	Science of Life	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective		6
Declare a Thematic Thread [2]		
	Hours	**15**
Spring		
COMM 247	Photojournalism (S)	3
SCI 102	Understanding the Physical World	3
Journalism Elective		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Electives		3
	Hours	**15**
Third Year		
Fall		
COMM 310	Communication Research Methods	3
COMM 347	New-Media Journalism	3
Journalism Elective		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective		3
	Hours	**15**
Spring		
COMM 205	Audio Production	3
COMM 355	Video Field Production	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Journalism Elective		3
Electives		3
	Hours	**15**
Fourth Year		
Fall		
COMM 410	Communication Law	3
COMM 354	Multi-Camera Studio Production	3
Journalism Elective		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		6
Elective		
	Hours	**15**
Spring		
COMM 448	Advanced Media Writing and Reporting	3
COMM 497	Senior Capstone Seminar	3
COMM 450	Internship	3
Journalism Elective		3

Electives		3
	Hours	**15**
	Total Hours**	**121**

[1] Course offered in multiple subjects; cannot take course in first major subject.

[2] 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: MUJO
Revised: 07.10.2023