

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

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		
<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Humanities Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Social Science Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		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

Thematic Thread

Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) ²	12
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Total Hours	42
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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:		
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	0-3
Total Hours		0-3

Computer Competency

Code	Title	Hours
Demonstrate "computer competency" by one of the following:		
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

This program is effective as of Summer 2023
 Revised: 07.11.2023
 UCC: 02.28.2023

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)