

# JOURNALISM (B.A.)

Journalism majors plan careers in news editorial, broadcast, media relations or marketing and advertising. Students have a choice between a concentration in Print and Online journalism or one in Broadcast and Digital Media.

*Journalism Institute for Media Diversity:* The Journalism Institute for Media Diversity is designed to recruit and train talented undergraduate students interested in diversity in the media. Members of all racial and ethnic groups as well as anyone interested in studying the importance of diversity in the nation's media are particularly urged to apply. The Institute pools the resources of the University, the business community and Detroit area media professionals to provide scholarships and internships for some of its students. For additional information contact:

Director, Journalism Institute for Media Diversity  
Wayne State University Journalism Program  
559 Manoogian  
Detroit, MI 48201  
Telephone: 313-577-6304

## Major Requirements

Journalism majors plan careers in news editorial, broadcast, media relations or marketing and advertising. Students have a choice between a concentration in Print and Online (p. 1) journalism or one in Broadcast News and Digital Media (p. 1). A journalism advisor must be consulted for verification of requirements, which includes at least one required three-credit internship.

In addition to the course work below, students must complete all of the department's general degree requirements (<http://bulletins.wayne.edu/undergraduate/college-fine-performing-communication-arts/communication/ba-requirements/>).

### Print and Online Concentration

Code	Title	Credits
<b>Core Courses</b>		
COM 1500 or COM 1700	Survey of Mass Communication <sup>1</sup> Media Literacy	3
COM 2030	Journalistic Grammar and Style	3
COM 2100	News Reporting	3
COM 2280	Digital Photojournalism	3
COM 3100	Public Affairs Reporting	3
COM 3210	News Editing	3
COM 4100	Feature Writing	3
COM 4250	Reporting Race, Gender, and Culture	3
COM 5080	History of Journalism and Mass Media	3
COM 5250	Professional Issues in Journalism and Mass Media	3
COM 5710	Law and Ethics in Journalism and Mass Media	3
COM 5500	Journalism and New Media	3
COM 6190	Internship (3 req.)	3
<b>Electives</b>		
Select six credits of the following:		6
COM 2230	Broadcast News Writing and Digital Editing	
COM 2250	South End Workshop	
COM 3010	Media Analysis and Criticism	
COM 3170	Fundamentals of Public Relations	
COM 4210	Research Methods in Communication	
COM 4990	Directed Study (Max. 4)	

COM 5160	Public Relations Campaigns and Issues Management	
COM 5200	Special Topics in Advanced Reporting	
COM 5300	Layout and Design	
COM 5310	Investigative Reporting	
COM 5381	TV News Reporting and Digital Editing	
COM 5460	Magazine Writing	
COM 5610	Advanced TV Production	
COM 6190	Internship <sup>1-3</sup> credits, max 6	
MKT 2300	Marketing Management	
MKT 5490	Principles of Advertising	
MKT 5510	Media Planning in the Digital Age	
<b>Total Credits</b>		<b>45</b>

<sup>1</sup> Students must elect either COM 1500 or COM 1700. Only 3 credits from one of these courses can be applied to the degree.

### Broadcast News and Digital Media Concentration

Code	Title	Credits
<b>Core Courses</b>		
COM 1500 or COM 1700	Survey of Mass Communication <sup>1</sup> Media Literacy	3
COM 1600	Introduction to Audio-Television-Film Production	3
COM 2030	Journalistic Grammar and Style	3
COM 2100	News Reporting	3
COM 2230	Broadcast News Writing and Digital Editing	3
COM 4250	Reporting Race, Gender, and Culture	3
COM 4410 or COM 5610	Television Production <sup>2</sup> Advanced TV Production	3-4
COM 5080	History of Journalism and Mass Media	3
COM 5250	Professional Issues in Journalism and Mass Media	3
COM 5381	TV News Reporting and Digital Editing	3
COM 5500	Journalism and New Media	3
COM 5710	Law and Ethics in Journalism and Mass Media	3
COM 6190	Internship (3 req.)	3
<b>Electives</b>		
Select six credits of the following:		6
COM 2280	Digital Photojournalism	
COM 3010	Media Analysis and Criticism	
COM 3100	Public Affairs Reporting	
COM 3380	Editing and Field Production	
COM 4100	Feature Writing	
COM 4210	Research Methods in Communication	
COM/AFS 4240	African Americans in Television	
COM 4310	Audio Production	
COM 4990	Directed Study (Max. 4)	
COM 5060	Documentary and Non-Fiction Film and Television	
COM 5200	Special Topics in Advanced Reporting	
COM 5300	Layout and Design	
COM 6190	Internship	

<sup>1</sup> Students must elect either COM 1500 or COM 1700. Only 3 credits from one of these courses can be applied to the degree.

<sup>2</sup> Student may elect either COM 4410 or COM 5610 to fulfill this requirement.

## Departmental Honors Program

The Communication Department Honors program offers capable students the opportunity to pursue independent study and to work closely with department faculty members. Completion of the honors major results in an honors degree designation on the diploma.

In order to enter the departmental honors program students must have achieved academic excellence in previous work, such as a high school g.p.a. of 3.5 or a college or university g.p.a. of 3.3. Students must meet all regular major requirements including the following: three honors-option courses within their major at the 2000 level or above, taught by full-time faculty members (internships cannot satisfy this requirement), at least one HON 42xx-level seminar offered through the Honors College, a senior honors thesis under the direction of a faculty advisor in their major area (COM 4996) and maintain a minimum g.p.a. of 3.3 cumulative and in the major.