TAYLOR UNIVERSITY
1846

BS in Multimedia Journalism/Systems – 2024-2025

Student Name: _____

Student ID: _____

Core Requirements

_____	CAC 125	2	Communication Major Orientation
_____	CAC 220	3	Essentials of Written Communication
_____	CAC 225	3	Communication Theory and Research
_____	CAC 340	3	Intercultural Communication
_____	CAC 485	2	Senior Capstone

No more than 50% of the credits may overlap with another major or minor.

Major Requirements

_____	ART 156	1	Digital Tools: Photoshop
_____	CAC 345	3	Social Media Strategy
_____	JRN 115	3	Introduction to Media Writing
_____	JRN 225	3	Foundations of Photojournalism
_____	JRN 245	3	Introduction to Multimedia Storytelling
_____	JRN 255	3	Media and Society
_____	JRN 315	3	Advanced Media Writing
_____	JRN 332	3	Layout and Design
_____	JRN 393	3	Practicum
_____	JRN 486	1	Senior Portfolio Development

Total Major Hours Required: 39

_____ *Majors must participate in three semesters of media involvement.*

_____ *Majors must participate at least one year with the student newspaper.*

Optional Concentrations – *Students may select one of the following concentrations:*

Business Media

_____	MGT 201	3	Introduction to Business
_____	MKT 231	3	Principles of Marketing
_____	MKT 312	3	Professional Selling

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Digital Media

_____	COS 120	4	Introduction to Computational Problem Solving
_____	COS 121	4	Foundations of Computer Science

Select one course from the following:

_____	SYS 101	3	Introduction to Systems
_____	SYS 120	4	Introduction to Problem Solving

Select an additional 6 credits not taken elsewhere in the major from the following:

_____	COS 143	3	Interactive Webpage Development
_____	COS 243	3	Multi-tier Web Application Development
_____	COS 265	4	Data Structures and Algorithms
_____	SYS 214	3	Principles of Human Computer Interaction

Entrepreneurship Media

_____	ENT 225	3	Exploring Innovation and Entrepreneurship
_____	ENT 320	3	Transformational Entrepreneurship and Innovation
_____	ENT 422	3	New Venture Planning

Select an additional 7 credits not taken elsewhere in the major from the following:

_____	COM 372	3	Persuasion
_____	ENT 310	3	Creativity and Concept Development
_____	ENT 386	1	Founders Fellowship
_____	MGT 201	3	Introduction to Business
_____	MGT 352	3	Management Analysis and Practice
_____	MKT 231	3	Principles of Marketing

News Media

_____	PWR 230	3	Technical Writing
_____	PWR 243	3	Editing
_____	JRN 435	3	Magazine Production and Feature Writing

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Sports Media

_____	JRN 230	3	Introduction to Sports Writing
_____	SMA 115	3	Introduction to Sport Management
_____	SMA 350	3	Sport Management

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Visual Media

_____	ART 261	3	Film and Darkroom
_____	ART 346	3	Portraiture
_____	ART 353	3	Commercial Photography

Select an additional 6 credits not taken elsewhere in the major from the following:

_____	ART 356	4	Web Design
_____	FMA 220	3	Film and Video Production
_____	FMA 420	3	Documentary Filmmaking
_____	JRN 393	3	Practicum *(approved by advisor—Photography)*

Concentration Electives *(may not double-count within major or concentrations)*

_____	COM 210	3	Public Speaking
_____	COM 372	3	Persuasion
_____	ENG 305	3	Writing Theory and Grammar
_____	FMA 215	3	Audio Production
_____	FMA 220	3	Film and Video Production
_____	FMA 420	3	Documentary Filmmaking
_____	JRN 230	3	Introduction to Sports Writing
_____	JRN 435	3	Magazine Production and Feature Writing
_____	MGT 352	3	Management Analysis and Practice
_____	PBR 261	3	Introduction to Public Relations
_____	PWR 230	3	Technical Writing
_____	PWR 243	3	Editing
_____	SMA 351	3	Sport Public Relations

Information Systems and Analytics Requirements for BS Degree *– All systems curriculum courses must be completed with a grade of C- or better and are included in the major GPA.*

Curriculum Requirements

_____	COS 143	3	Interactive Webpage Development
_____	COS 326	3	Data Visualization
_____	MAT 151	4	Calculus I
_____	MAT 382	3	Advanced Statistical Methods
_____	SYS 101	3	Introduction to Systems
_____	SYS 390	3	Information Systems Analysis
_____	SYS 394	4	Information Systems Design

Select <u>one</u> course[†] from the following:

_____	COS 120	4	Introduction to Computational Problem Solving
_____	SYS 120	4	Introduction to Problem Solving

Select <u>one</u> course[†] from the following:

_____	PSY 425	3	Industrial-Organizational Psychology
_____	SYS 330	3	Human Relations in Organizations

Select <u>one</u> course[†] from the following:

_____	MAT 311	3	Introduction to Data Science
_____	MAT 401	3	Operations Research
_____	SYS 402	3	Modeling and Simulation

Select <u>one</u> course[†] from the following:

_____	MAT 210	4	Introductory Statistics
_____	MAT 352	4	Mathematical Statistics

Select <u>one</u> course[†] from the following:

_____	JRN 393	3-4	Practicum
_____	SYS 393	3-4	Practicum

Electives

Select at least <u>3</u> additional hours of electives[†], in addition to those required in the major:

_____	COS 121	4	Foundations of Computer Science
_____	ENT 422	3	New Venture Planning
_____	MGT 201	3	Introduction to Business
_____	MGT 403	3	Operations Management
_____	SYS 214	3	Principles of Human Computer Interaction
_____	SYS 310	3	E-Commerce

[†]*Selection may depend on major.*

Degree Requirements

- 128 minimum hours and 42 minimum upper-division hours (3XX/4XX course numbers).
- Fifty percent of the minimum hours must be completed at Taylor—64 hours.
- Fifty percent of the major/minor hours must be completed at Taylor.
- 22 of the last 30 hours earned must be completed at Taylor.
- Cumulative GPA of 2.0; major GPA of 2.3 (higher GPA may be required in certain curricula). (See current catalog for policy).
- All foundational core, major, minor, and proficiency requirements must be completed (including Senior Comprehensive Exam/Paper/Project).
- Two years of one foreign language is required for the BA degree.
- Candidates for 2 degrees must complete a minimum of 158 semester hours and meet all requirements for 2 different majors.