



**BS in Multimedia Journalism – 2024-2025**

Student Name: \_\_\_\_\_

Student ID: \_\_\_\_\_

**Core Requirements**

- \_\_\_\_\_ CAC 125 2 Communication Major Orientation
- \_\_\_\_\_ CAC 225 3 Communication Theory and Research
- \_\_\_\_\_ CAC 340 3 Intercultural Communication
- \_\_\_\_\_ CAC 485 2 Senior Capstone

**Major Requirements**

- \_\_\_\_\_ ART 156 1 Digital Tools: Photoshop
- \_\_\_\_\_ 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 320 3 Politics and Opinion Writing
- \_\_\_\_\_ JRN 332 3 Layout and Design
- \_\_\_\_\_ JRN 393\* 3 Practicum
- \_\_\_\_\_ JRN 393\* 3 Practicum
- \_\_\_\_\_ JRN 486 1 Senior Portfolio Development

*\*Must complete different practicums*

**Concentrations** – Students must 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 list of concentration 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 list of concentration 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

**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)

**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

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

- \_\_\_\_\_ CAC 345 3 Social Media Strategy
- \_\_\_\_\_ 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

**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 list of concentration electives below.

**Total Major Hours Required: 54-56**

- \_\_\_\_\_ Majors must participate in three semesters of media involvement.
- \_\_\_\_\_ Majors must participate at least one year with the student newspaper.

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

**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.