Sociology
Bachelor of Arts

Information on major requirements is subject to change and is provided here for information purposes. For current information about major requirements, contact your CLA student community or the major department. — 01/02

College of Liberal Arts
Student Services

Journalism
Professional Strategic Communication Track

School of Journalism and Mass Communication

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B.A.

The school offers a B.A. major program in journalism with two professional tracks: journalism and strategic communication; and a mass communication track.

Admission Requirements

The school admits a limited number of undergraduates annually. A student should apply for formal admission to the major after completing or enrolling in Jour 1001 and at least 30 graded (A-F) credits, including one semester of study (12 credits minimum) in CLA. Admission to major status is required before enrolling in Jour 3004, which is a prerequisite for most professional journalism courses. Majors are expected to have typing skills before enrolling in Jour 3101.

Students wishing to emphasize journalism in IDIM (Individually Designed Interdepartmental Major), B.I.S. (Bachelor of Individualized Studies), or ICP (Inter-College Program) must have a 2.80 overall GPA and a grade of C- or higher in Jour 1001. Individualized program students must include Jour 3004 in their programs. With adviser approval, 1-3 professional (skills) courses are permitted, but not required.

A 2.80 overall GPA is required for students in the Program for Individualized Learning who wish to include journalism courses in their programs.

Degree Requirements

Students must complete at least 120 credits to graduate, including at least 36 (professional journalism track and mass communication track) or 37 (professional strategic communication track), but no more than 40, credits in the major. All major courses must be completed with grades of C- or higher.

About two thirds of the coursework for the B.A. degree is outside of journalism in the social sciences, humanities, and other liberal arts. The 120-credit requirement must include at least 80 non-journalism credits, including 65 CLA credits. Journalism courses are categorized in the following way.

Professional (skills) courses: 3101, 3102, 3121, 3155, 3173, 3201, 3202, 3241, 3251, 3279, 3321, 3451, 4131, 4155, 4171, 4174, 4259, 4261, 4263, 4302, 4441, 4442.

Context courses: 3006, 3007, 3008, 3551, 3614, 3741, 3745, 3771, 3776, 3796, 4272, 4274, 4551, 4552, 4615, 4721, 4731, 4801, 5251, 5316, 5501, 5725, 5601, 5606, 5771, 5777, 5825.

Independent study and specialized topics courses: 3990, 3993, 3996, 4990, 4993, 5990, 5993.

Professional Strategic Communication Track

The professional strategic communication track prepares students for careers in advertising and public relations. This track is based on a liberal arts foundation, knowledge of the social context in which the professions are practiced, and the skills and experiences needed to succeed in the marketplace.

Required Courses

- Core Courses: Jour 3004, 3201 or 3201, 3251, 4259, 4263
- Professional (skills) Courses: 6 credits chosen in consultation with a faculty adviser from among the following: Jour 3241, 3279, 3321, 4261, 3990/4990/5990 (specialized strategic communication courses), or professional courses from the journal-
What can I do with a major in journalism?

Skills

Journalism majors develop skills that are applicable to a wide variety of careers. These skills include:

- Writing and editing skills
- Visual communication skills
- Research skills
- Presentation skills
- Computer skills
- Ability to work under pressure of deadline
- Ability to work effectively on group projects

Employment

Common areas of employment for this major include but are not limited to:

- Advertising—account executives, account planners, copywriters, media planners and buyers, market research, media sales
- Public Relations—media relations, employee and community relations, public and government affairs, special events, development and fundraising, and marketing communication

Today's workplace requires individuals with interpersonal skills, the ability to communicate effectively, an ability to solve problems, and adaptability. CLA graduates find that they are well-prepared in all these areas and that their education—especially when combined with experience gained through internships, volunteer positions, past jobs, and other collegiate involvement—makes them competitive.

The Career & Community Learning Center provides students with the tools to identify and pursue potential careers. An extensive resource room, the CLA Link website, career courses and workshops, and a helpful staff are just some of the ways we can help.

Remember!

You have not declared a major until you have:

- completed a Major Program Form with your major adviser
- filed a copy with the major department
- filed a copy with your CLA student community
- be sure to keep a copy for yourself
For more information

About the journalism major:
School of Journalism and Mass Communication Student Services Center
110 Murphy Hall
(612) 625-0120
http://www.sjmc.umn.edu/

About CLA requirements, graduation, and other information about majors:
CLA Communications and Media Student Community
B-16 Johnston Hall
(612) 624-1820
http://comm.cla.umn.edu
cam@class.cla.umn.edu

or

CLA Martin Luther King, Jr. Program
19 Johnston Hall
(612) 625-2300
http://www.mlk.umn.edu/
mlk@class.cla.umn.edu

About careers, internships, and community learning opportunities in this major and others:
Career and Community Learning Center
135 Johnston Hall
(612) 624-7577
www.cclc.umn.edu
cclc@class.cla.umn.edu

About graduation with honors:
Students interested in graduating with honors should contact:

CLA Honors Division
115 Johnston Hall
(612) 624-5522
www.cla.umn.edu/honors/
honors@class.cla.umn.edu