

**ASSOCIATE OF ARTS DEGREE (AA)**

The Associate of Arts in Journalism and Media offers students two tracks to follow; one in Convergent Journalism and one in Integrated Marketing Communication.

The practice of convergence, multimedia production and cross-ownership have shaped the reality of modern journalism. As costs rise and audiences diverse where they get their news from, a trend toward cooperation and collaboration between what were once separate media entities has taken place. Students entering the journalism field now need to know the basics of all forms of media as well as how to combine them into multimedia presentations. The convergent journalism track will give students the base of knowledge they need to be successful in this era of convergence.

Integrated Marketing Communication (IMC) is the modern practice of combining public relations, advertising, database/direct marketing, sales/event promotion and multimedia communication. The IMC track will give students the base of knowledge to be successful in this field and/or specialize in advertising or public relations positions.

**STUDENT LEARNING OUTCOMES - Graduates of this program will have the opportunity to:**

- Demonstrate an understanding of the industry makeup and business and societal functions of the various mass media.
- Demonstrate an understanding of the basics of journalistic writing for the various forms of media.
- Demonstrate an understanding of the journalistic research process for the construction of media messages.
- Demonstrate an understanding of professional ethics and the laws that govern the mass media industry.
- Gain professional experience through service in internship positions.

ALL CSN COURSES TRANSFER; HOWEVER, THOSE WITH "B" SUFFIXES SPECIFICALLY DO NOT TRANSFER TO NSC, UNLV, AND UNR. IN SUBJECT AREA LISTED BELOW WHERE SPECIFIC COURSE NUMBERS ARE NOT LISTED, CONSULT A COUNSELOR/ADVISOR TO ENSURE TRANSFERABILITY OF ALL COURSES.

Courses with "G" suffixes are designated Honors level courses and can be used to fulfill equivalent general education requirements.

**GENERAL EDUCATION REQUIREMENTS (38 Credits):**

	CR	SEMESTER
<b>ENGLISH:</b> ENG 100 or 101 or 113 and 102 or 114	6-8	_____
<b>LITERATURE:</b> ENG 223 or above	3	_____
<b>HUMANITIES:</b> COM 101	3	_____
<b>ANALYTICAL THINKING:</b> PHIL 102	3	_____
<b>MATHEMATICS:</b> MATH 120, 124 or above	3	_____
<b>LIFE AND PHYSICAL SCIENCES:</b> (Two courses from the following, one must include a lab): AST, BIOL, CHEM 105 or above, ENV, GEOG 103, 104, 117, GEOL or PHYS	7	_____
<b>SOCIAL SCIENCES:</b> (Nine credits must be from three different disciplines): ANTH, CRJ 104, ECON, PSC, PSY, SOC, WMST 113	9	_____
<b>U.S. AND NEVADA CONSTITUTIONS:</b> PSC 101 or HIST 101 and HIST 102 or HIST 101 and HIST 217	4-6	_____

**SPECIAL PROGRAM REQUIREMENTS (27 Credits):**

	CR	SEMESTER
<b>JOUR 100</b> Introduction to Journalism and Media Studies	3	_____
<b>JOUR 101</b> Critical Analysis of the Mass Media	3	_____
<b>JOUR 102</b> News Reporting and Writing	3	_____
<b>FOR CONVERGENT JOURNALISM:</b>		
<b>COM 196</b> Internship	3	_____
<b>JOUR 105</b> Publications Workshop I	3	_____
<b>JOUR 121</b> Radio Production	3	_____
<b>JOUR 201</b> Television Studio Production I	3	_____
<b>JOUR 202</b> Electronic Media Production I	3	_____
<b>JOUR 220</b> Fundamentals of Applied Media Aesthetics	3	_____
<b>FOR INTEGRATED MARKETING COMMUNICATION:</b>		
<b>COM 196</b> Internship	3	_____
<b>JOUR 210</b> Introduction to Public Relations	3	_____
<b>JOUR 212</b> Principles of Advertising	3	_____
<b>JOUR 220</b> Fundamentals of Applied Media Aesthetics	3	_____
<b>JOUR 261</b> Introduction to IMC	3	_____
<b>JOUR 276</b> Design Principles for Advertising/Publications	3	_____

**65**  
Total Credits

**ASSOCIATE OF ARTS**

Students may elect to graduate using the degree requirements in effect at the time of matriculation, or when they declared or changed major or the current catalog. If a program is official after a student has matriculated, the student may choose the degree requirements of the new program. In no case may a student use a catalog which is more than six years old at the time of graduation.