

**Journalism/Media Studies - Advertising/Public Relations**

ASSOCIATE OF ARTS DEGREE (AA)

REQUIRED CREDITS: 60

DEGREE CODE: JOURAPR-AA

**DESCRIPTION**

The Associate of Arts in Journalism/Media Studies has two tracks: news production and advertising/public relations. Students will complete a core set of classes and then choose a track they wish to follow pertaining to their specific interests.

In this program, students will be provided with the most current and relevant instruction in the field of journalism and integrated marketing communications. Students entering the field of journalism need the skills to compete in the multimedia landscape. The news production track focuses on writing, reporting, analyzing, and producing media for print, online, and broadcast. The advertising/public relations tract focuses on public relations (PR), advertising, direct marketing, and multimedia communication for careers in PR and advertising. Both tracks give students the base knowledge needed for higher education and gainful employment.

**STUDENT LEARNING OUTCOMES**

- Develop journalistic news judgment, values, and ethics to increase media literacy and competencies in this field.
- Improve journalistic skills including research, reporting, interviewing, and writing.
- Produce journalistic currency that may include: news articles written in various styles; broadcast news packages for radio and television; advertising, public relations, and marketing materials; and visual media including videos, photographs, and websites.
- Integrate modern-day equipment to produce media including computers and software, radio and television apparatus such as cameras and microphones, news-website operating systems, social-media websites, and digital media such as MP3 files.
- Transform skills to work situations including internships and production courses.

**PLEASE NOTE** - The courses listed below may require a prerequisite or corequisite. Read course descriptions before registering for classes. All MATH and ENG courses numbered 01-99 must be completed before reaching 30 total college-level credits. No course under 100-level counts toward degree completion.

**GENERAL EDUCATION REQUIREMENTS (34 CREDITS)**

**MATHEMATICS (3 credits)**

Recommended: MATH 120 Fundamentals of College Mathematics

**ENGLISH COMPOSITION (6-8 credits)**

See AA/AB/AS policy p. 45 for courses

**LITERATURE (3 credits)**

Recommended: ENG 223 Themes of Literature

**ANALYTICAL REASONING (3 credits)**

Recommended: PHIL 102 Reasoning and Critical Thinking

**NATURAL SCIENCE (6-7 credits)**

See AA/AB/AS policy p. 46 for courses

**SOCIAL SCIENCE (9 credits)**

Recommended: ECON 100 and PSY 101 and SOC 101

**U.S. AND NEVADA CONSTITUTIONS (4-6 credits)**

Recommended: PSC 101 Introduction to American Politics

**VALUES AND DIVERSITY**

All students MUST fulfill this requirement. Course chosen may also be used to fulfill the corresponding general education or special program requirements. Completing PSY 101 as recommended for the "Social Science" requirement will also cover the "Values and Diversity" requirement.

**SPECIAL PROGRAM REQUIREMENTS (26 CREDITS)**

**CORE REQUIREMENTS (24 credits)**

COM 101	Oral Communication	3
JOUR 100	Introduction to Journalism and Media Studies	3
JOUR 101	Critical Analysis of the Mass Media	3
JOUR 102	News Reporting and Writing	3
JOUR 210	Introduction to Public Relations	3
JOUR 220	Fundamentals of Applied Media Aesthetics	3
JOUR 261	Introduction to IMC	3
JOUR 276	Design Principles for Advertising/Publications	3
<b>Choose from the following (2-3 credits)</b>		
COM 196	Internship	1-3
JOUR 290	Internship in Journalism	1-3

See Degree Plan on next page.

- NOTE**
- Course numbers with the "B" suffix may be non-transferable for a NSHE baccalaureate degree.
  - Course numbers with the "H" suffix are designated Honors-level courses and can be used to fulfill equivalent general education requirements. For more information visit [www.csn.edu/honors](http://www.csn.edu/honors).
  - In no case, may one course be used to meet more than one requirement except for the Values and Diversity general education requirement (only AA, AS, and AB degrees) which may be used to fulfill the corresponding general education or emphasis requirement.
  - 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.



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**FULL-TIME STUDENT DEGREE PLAN**

*Plan can be modified to fit the needs of part-time students by adding more semesters.*

<b>FIRST SEMESTER</b>	<b>Credits</b>
MATH 120 Fundamentals of College Mathematics	3
ENG 100 or 101 or 113	3-5
Complete Social Science (see courses previous page)	3
COM 101 Oral Communication	3
JOUR 100 Introduction to Journalism and Media Studies	3
<b>TOTAL CREDITS</b> .....	<b>15-17</b>

<b>SECOND SEMESTER</b>	<b>Credits</b>
ENG 102 or 114	3
PHIL 102 Reasoning and Critical Thinking	3
Complete AA/AB/AS Natural Science (No Lab) p. 46	3
Complete Social Science (see courses previous page)	3
JOUR 102 News Reporting and Writing	3
<b>TOTAL CREDITS</b> .....	<b>15</b>

<b>THIRD SEMESTER</b>	<b>Credits</b>
Complete Social Science (see courses previous page)	3
PSC 101 Introduction to American Politics	4
JOUR 101 Critical Analysis of the Mass Media	3
JOUR 220 Fundamentals of Applied Media Aesthetics	3
JOUR 261 Introduction to IMC	3
<b>TOTAL CREDITS</b> .....	<b>16</b>

<b>FOURTH SEMESTER</b>	<b>Credits</b>
ENG 223 Themes of Literature	3
Complete AA/AB/AS Natural Science <sup>1</sup> (With Lab) p. 46	3-4
JOUR 210 Introduction to Public Relations	3
JOUR 276 Design Principles for Advertising/Publications	3
COM 196 or JOUR 290	2
<b>TOTAL CREDITS</b> .....	<b>14-15</b>

**DEGREE PLAN TOTAL CREDITS**..... **60-63**

<sup>1</sup>Only BIOL 122 Desert Plants completes this requirement at 3 credits and is only offered in the spring semester.

