

## Journalism BA - Curriculum Matrix

1. **Critical thinking** – Think critically, creatively and independently.
2. **Professionalism and ethics** – Apply professional standards and ethical practice of journalism and public relations.
3. **Communication and inclusion** – Work with and convey information to diverse communities.
4. **Knowledge foundations** – Understand the history, purpose and relevance of the First Amendment and media law, including privacy, libel, copyright, intellectual property and freedom of information.
5. **Research and audience engagement** – Create audience-appropriate content by conducting research via digital channels, interviewing, fact checking, writing across multiple platforms and engaging audiences with visual tools.
6. **Digital information and numeracy** – Demonstrate digital information and number literacy, as well as explain the evolution of media technologies.
7. **Writing and revision** – Demonstrate competency in grammar, spelling and Associated Press style while editing their work and the work of others with accuracy and consistency.
8. **Multiplatform storytelling** – Professionally package and transmit information via current and emerging technologies and work as part of a team in producing such work.

Key

1 = Major contributor

2 = Minor contributor

		SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
<b>MAJOR CORE</b>									
<b>JOUR 244</b>	Intro to PR	0	1	2	2	0	0	0	0
<b>JOUR 255</b>	Digital Media Literacy	1	0	2	1	0	1	0	2
<b>JOUR 260</b>	Writing for Mass Media	0	1	1	2	1	2	1	0
<b>JOUR 320</b>	Mass Com Law	0	1	2	1	0	2	0	0
<b>JOUR 460</b>	Ethics in Mass Media	1	2	2	2	0	0	1	0
		SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
<b>NEWS CORE</b>									
<b>JOUR 321</b>	Public Aff. Reporting	1	1	1	1	1	1	1	0
<b>JOUR 322</b>	History of Journalism	1	2	1	1	0	2	0	0
<b>JOUR 327</b>	Media Editing & Layout	1	1	1	1	2	1	1	0
<b>JOUR 329</b>	News Laboratory	1	1	1	1	1	1	1	1
		SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
<b>PR CORE</b>									
<b>JOUR 341</b>	Writing for PR	1	1	1	2	1	0	1	1
<b>JOUR 342</b>	PR Research	1	1	1	0	1	1	1	1
<b>JOUR 344</b>	PR Strategy	1	1	1	2	1	0	1	1
<b>JOUR 445</b>	PR Laboratory	1	1	1	2	1	1	1	1
		SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
<b>THEORY &amp; HISTORY (3 courses required)</b>									
<b>JOUR 101</b>	Intro to Com	0	0	0	0	0	0	0	0
<b>JOUR 210</b>	Pop Culture, Media & Values	0	0	0	1	0	2	0	0
<b>JOUR 211</b>	Women, Men & the Media	1	0	1	0	0	0	0	0
<b>JOUR 313</b>	International Communication	0	0	1	0	1	0	0	0

<b>JOUR 411</b>	Race & Diversity in Media	1	0	1	0	0	0	0	0
<b>JOUR 424</b>	Public Opinion & Propaganda	1	0	0	2	0	0	0	0
<b>JOUR 428</b>	Politics & Media	1	0	0	2	0	0	0	0

		SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
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<b>APPLIED VISUAL &amp; STORYTELLING SKILLS (4 courses required)</b>									
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<b>JOUR 301</b>	Data Journalism	1	2	2	1	1	1	2	1
<b>JOUR 325</b>	Magazine Writing	1	1	1	1	1	0	1	0
<b>JOUR 351</b>	PR Publications	1	1	1	1	1	1	1	1
<b>JOUR 353</b>	Photojournalism	1	1	1	1	1	2	0	1
<b>JOUR 355</b>	Online Presentation	1	1	1	0	1	1	1	1
<b>JOUR 451</b>	Digital Media Innovation	1	1	1	2	1	1	0	1
<b>JOUR 453</b>	Advanced Photoj	1	1	1	1	1	2	0	1
<b>JOUR 489</b>	Journalism Internship	1	1	1	1	1	1	1	1