

APPLIED COMMUNICATIONS AND JOURNALISM (BACHELOR OF SCIENCE, B.S.)

Overview

Applied Communications and Journalism blends broadcast, print, photography, presentations, and web media. Students learn to create written, visual, and broadcast content, using more than one outlet to communicate a story or a message.

Applied Communications and Journalism graduates are in demand as the ever-changing media and workplace landscapes need professionals who can integrate traditional, digital, and social media to create powerful interactive content.

Requirements

Students who choose this bachelor degree program will have no more than 6 years from admission or subsequent declaration to meet the requirements listed below. If certification, accreditation or statutory requirements change and additional requirements become effective during this time, the new requirements take precedence.

Code	Title	Credit Hours
General Studies		42
Students must complete General Studies courses (https://catalog.missouriwestern.edu/undergraduate/university-information/academic-standards-regulations/baccalaureate-degree/#bachelor-general-studies) ¹		
Major Requirements		48
COM 210	Presentation Communication	3
COM 305	Interpersonal Communication	3
COM 342	Intercultural Communication	3
COM 420	Research Methods in Communication	3
COM 460	Internship	3
ENG 303	Grammar for Writing and Editing	3
ENG 415	Proposal and Grant Writing	3
JOU 104	Digital Photography	3
JOU 202	Reporting for the Media	3
JOU 204	Digital Videography	3
JOU 311	Griffon Media ²	6
JOU 322	Advanced Reporting	3
JOU 324	Web Content and Design	3
JOU 428	Multimedia Storytelling	3
JOU 432	Social Media Branding	3

¹ Courses in general studies may also be required within the major. While the course(s) may satisfy both requirements, the credit hours will count only one time in the overall hours earned.

² Students must take 2 semesters of JOU 311.

Program Graduation Requirements

1. No more than two Ds are permitted in the major.
2. Earn an overall GPA of at least 2.0 and a major GPA of at least 2.0.

University Graduation Requirements

1. Earn a minimum of 120 credit hours (100 level and higher, maximum of 6 continuing education credit hours applicable).
2. Earn a minimum of 30 credit hours in upper-division courses. Lower-division transfer courses accepted as meeting upper-division departmental course requirements cannot be used to fulfill this requirement.
3. Earn 30 of the last 45 credit hours at MWSU in institutional coursework (exclusive of credit by examination).
4. Participate in required departmental and campus wide assessments.
5. Fulfill the Missouri Constitution requirement.
6. Successfully pass the Missouri Higher Education Civics Achievement exam.