

# JOURNALISM AND MEDIA COMMUNICATION, BACHELOR OF SCIENCE

## Requirements

Code	Title	Credits
<b>Core Courses for All Journalism and Media Communication Majors</b>		
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION <sup>1</sup>	3
JMC 2100	MEDIA WRITING	3
JMC 2200	MEDIA PRODUCTION PRINCIPLES	3
JMC 3340	MEDIA THEORY	3
JMC 3350	COMMUNICATION RESEARCH	3
JMC 4970	INTERNSHIP EXPERIENCE (No more than 6 credits may count towards the major)	3
Advanced Electives: Select 2 classes from the following		6
JMC 3700	VISUAL COMMUNICATION AND CULTURE	
JMC 4010	HISTORY OF MASS COMMUNICATION	
JMC 4040	SOCIAL MEDIA MEASUREMENT AND MANAGEMENT	
JMC 4310	MEDIA & POLITICS	
JMC 4380	FILM THEORY AND CRITICISM	
JMC 4390	MEDIA ENTREPRENEURSHIP	
JMC 4400	MEDIA ETHICS	
JMC 4410	COMMUNICATION LAW AND POLICY	
JMC 4430	GLOBAL MEDIA COMMUNICATION	
JMC 4920	MEDIA LITERACY	
For those who entered the School before August 2023, substitutions will be made in Degree Works.		
<b>Concentrations</b>		
Select one of two concentrations		33
<b>Additional Bachelor of Science Requirement</b>		
Minor (see below)		15-18
<b>Total Credits</b>		<b>72-75</b>

<sup>1</sup> This class may also be used for social science credits.

## Minor for BSC Degree for Journalism and Media Communication Majors

A minor is required for the Bachelor of Science in communication degree in one department or academic program, or related courses from various departments or academic programs other than journalism and media communication. Journalism and media communication students pursuing the BSC may minor in communication studies by completing 18 hours of CMST courses with 12 hours at the 3000/4000 level. For other minors, students should refer to that specific program. The course used to fulfill the general education oral communication competency (CMST 1110 or CMST 2120) cannot count toward the minor in communication studies.

## Emerging Media Concentration

Code	Title	Credits
<b>Requirements</b>		
JMC 2320	VIDEO FIELD PRODUCTION	3
JMC 2370	ALL ABOUT AUDIO	3
JMC 3030	MULTIMEDIA JOURNALISM	3
JMC 4440	MEDIA CONTENT AND CREATION	3
JMC 4460	EMERGING MEDIA CAPSTONE	3
<b>Select five of the following: Students may not apply any classes in more than one area</b>		<b>15</b>
AVN 1500	INTRODUCTION TO UNMANNED AIRCRAFT SYSTEMS	
JMC 2000	NEWS LITERACY	
JMC 2150	NEWS WRITING AND REPORTING	
JMC 2500	SOCIAL MEDIA COMMUNICATION	
JMC 3710	DESIGN IN MOTION	
JMC 3270	PUBLIC AFFAIRS REPORTING	
JMC 3320	VIDEO STUDIO PRODUCTION	
JMC 3370	PODCAST THIS	
JMC 3500	PR AND ADVERTISING DESIGN	
JMC 4340	SPORTS BROADCASTING AND PRODUCTION	
JMC 4420	SPORTS WRITING	
<b>Select one more upper division JMC class not already taken</b>		<b>3</b>
<b>Total Credits</b>		<b>33</b>

## Public Relations and Advertising Concentration

Code	Title	Credits
<b>Requirements</b>		
JMC 2500	SOCIAL MEDIA COMMUNICATION	3
JMC 3230	PRINCIPLES OF PUBLIC RELATIONS	3
JMC 4250	STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING	3
JMC 4450	PR AND ADVERTISING CAPSTONE	3
<b>Select five of the following: Students may not apply any classes in more than one area</b>		<b>15</b>
JMC 3500	PR AND ADVERTISING DESIGN	
JMC 3620	PRINCIPLES OF CREATIVE ADVERTISING	
JMC 4040	SOCIAL MEDIA MEASUREMENT AND MANAGEMENT	
JMC 4240	PUBLIC RELATIONS CASE STUDIES	
JMC 4300	RISK AND CRISIS COMMUNICATION	
JMC 4390	MEDIA ENTREPRENEURSHIP	
JMC 4430	GLOBAL MEDIA COMMUNICATION	
<b>Select two more JMC classes not already taken</b>		<b>6</b>
<b>Total Credits</b>		<b>33</b>

## Emerging Media

<b>Freshman</b>		<b>Credits</b>
<b>Fall</b>		
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION	3
ENGL 1150	ENGLISH COMPOSITION I	3
Quantative Literacy		3
Humanities/Fine Arts		3

Social Science		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
JMC 2100	MEDIA WRITING	3
JMC 2200	MEDIA PRODUCTION PRINCIPLES	3
CMST 1110 or CMST 2120	PUBLIC SPEAKING FUNDS or ARGUMENTATION AND DEBATE	3
Natural/Physical Science		4
Humanities/Fine Arts		3
<b>Credits</b>		<b>16</b>
<b>Sophomore</b>		
<b>Fall</b>		
JMC 2370	ALL ABOUT AUDIO	3
JMC 2320	VIDEO FIELD PRODUCTION	3
ENGL 1160	ENGLISH COMPOSITION II	3
Humanities and Fine Arts		3
Natural/Physical Science		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
JMC 3340	MEDIA THEORY	3
Emerging Media elective		3
Social Science		3
US Diversity		3
Global Diversity		3
<b>Credits</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
JMC 3350	COMMUNICATION RESEARCH	3
JMC 3030	MULTIMEDIA JOURNALISM	3
Emerging Media elective		3
Emerging Media elective		3
Minor/2nd Field of Study		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
JMC 4970	INTERNSHIP EXPERIENCE	3
Emerging Media elective		3
JMC Advanced Elective		3
Minor/2nd Field of Study		3
Minor/2nd Field of Study		3
<b>Credits</b>		<b>15</b>
<b>Senior</b>		
<b>Fall</b>		
JMC 4440	MEDIA CONTENT AND CREATION	3
Emerging Media elective		3
JMC Advanced Elective		3
Minor/2nd Field of Study		3
General Elective		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
JMC 4460	EMERGING MEDIA CAPSTONE	3
JMC Upper Division Elective		3
Minor/2nd Field of Study		3
General Electives		5
<b>Credits</b>		<b>14</b>
<b>Total Credits</b>		<b>120</b>

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

This plan is not a contract and curriculum is subject to change

**Additional Information About this Plan:**

**University Degree Requirements:**

The minimum number of hours for a UNO undergraduate degree is 120 credit hours. Please review the requirements for your specific program to determine all requirements for the program. In order to graduate on-time (four years for an undergraduate degree), you need to take 30 hours each year.

**Placement Exams:**

For Math, English, Foreign Language, a placement exam may be required. More information on these exams can be found at <https://www.unomaha.edu/enrollment-management/testing-center/placement-exams/information.php>

\*\*Transfer credit or placement exam scores may change suggested plan of study

**GPA Requirements:**

2.25 cumulative GPA

**Public Relations and Advertising**

**Freshman**

<b>Fall</b>		<b>Credits</b>
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION	3
ENGL 1150	ENGLISH COMPOSITION I	3
Humanities/Fine Arts General Education		3
Quantative Literacy General Education		3
Social Science General Education		3
<b>Credits</b>		<b>15</b>

**Spring**

JMC 2500	SOCIAL MEDIA COMMUNICATION	3
ENGL 1160	ENGLISH COMPOSITION II	3
CMST 1110 or CMST 2120	PUBLIC SPEAKING FUNDS or ARGUMENTATION AND DEBATE	3
Humanities/Fine Arts General Education		3
Natural/Physical Science General Education with lab		4
<b>Credits</b>		<b>16</b>

**Sophomore**

<b>Fall</b>		
JMC 2100	MEDIA WRITING	3
JMC 2200	MEDIA PRODUCTION PRINCIPLES	3
Humanities/Fine Arts General Education		3
Natural/Physical Science General Education with no lab		3
Social Science General Education		3
<b>Credits</b>		<b>15</b>

**Spring**

JMC 3340	MEDIA THEORY	3
PRAD concentration elective		3
JMC Major elective		3
U.S. Diversity General Education		3
Global Diversity General Education		3
<b>Credits</b>		<b>15</b>

**Junior**

<b>Fall</b>		
JMC 3350	COMMUNICATION RESEARCH	3

JMC 3230	PRINCIPLES OF PUBLIC RELATIONS	3
PRAD concentration electives		3
PRAD concentration electives		3
Minor/2nd Field of Study		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
JMC 4250	STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING	3
JMC 4970	INTERNSHIP EXPERIENCE	3
JMC Advanced Elective		3
Minor/2nd Field of Study		3
Minor/2nd Field of Study		3
<b>Credits</b>		<b>15</b>
<b>Senior</b>		
<b>Fall</b>		
PRAD concentration electives		3
JMC Major Elective		3
JMC Advanced Elective		3
General Elective		3
Minor/2nd Field of Study		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
JMC 4450	PR AND ADVERTISING CAPSTONE	3
PRAD concentration electives		3
Minor/2nd Field of Study		3
General Elective		5
<b>Credits</b>		<b>14</b>
<b>Total Credits</b>		<b>120</b>

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