

Journalism, B.A.

Journalism: Sports Production, B.A.

The journalism program within the School of Communication and Journalism offers two degree options: a Bachelor of Arts in Journalism and a Bachelor of Arts in Journalism: Sports Production. Both require 48 credit hours of coursework within the major. Students seeking a B.A. in Journalism can choose from one of six areas of emphasis: broadcast, community, investigative, magazine, sports, and visual journalism. The B.A. in Journalism: Sports Production is designed for students interested in live sports production and the skills and technology used in that field. The journalism program is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).

The program stresses professional preparation. All the faculty members -- whether tenure-track, non-tenure-track, or part time – bring significant professional experience to the classroom.

Student Learning Outcomes

Specificity of Outcomes

The program established its learning outcomes in 2009, when its most recent assessment plan was adopted. These PLO's (Program Learning Outcomes) were adapted from the ACEJMC's "Professional Values and Competencies." They were updated in 2023 to reflect revisions adopted by ACEJMC in 2022.

All graduates should be aware of certain core values and competencies and be able to:

1. apply the principles and laws of freedom of speech and press, in a global context, and for the United States
2. demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;*
3. demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;*
4. present images and information effectively and creatively, using appropriate tools and technologies;
5. write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
6. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
8. effectively and correctly apply basic numerical and statistical concepts;
9. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
10. apply tools and technologies appropriate for the communications professions in which they work.

Curriculum Map

The curriculum map for the journalism and sports production degrees appears below. It outlines how each core/required course for either Journalism (JRNL) or Journalism: Sports Production (JRSP) degrees address the 10 program learning outcomes. Superscripts indicate which classes are required for JRNL, JRSP, or both degrees. Elective courses are not charted.

A color-coding system indicates if the PLO is introduced, reinforced, or mastered in the particular course.

Level of Coverage			Student Learning Outcomes (abbreviated description)									
N/A: Does not apply			1. LAW: Principles, laws, freedom of speech, press	2. HISTORY: Understand role of professionals, institutions	3. CULTURAL PROFICIENCY Proficient; empowering disenfranchised	4. IMAGES & INFORM: Present effectively, appropriately	5. WRITING: Clearly, correctly, appropriate to audience	6. ETHICS: In pursuit of truth, accuracy, fairness, diversity	7. RESEARCH: Conduct, evaluate appropriately	8. NUMERICAL: Apply basic numerical, statistical concepts	9. EVALUATE: Own, others work for accuracy, fairness, clarity	10. TECHNOLOGY: Apply appropriately.
1: Introduction												
2: Reinforcement												
3: Mastery												
Course Name												
JRNL 1000: Journalism Fundamentals ^a			1	1	1	1	1	1	N/A	N/A	N/A	N/A
JRNL 2210: Newswriting ^a			1	1	1	1	1	1	1	1	1	1
CMJN 2210: Concepts of Comm and Journ ^a			1	1	1	N/A	N/A	1	N/A	N/A	N/A	N/A
JRNL 2310: Reporting ^b			2	2	2	2	2	2	2	2	2	2
JRSP 3410: Intro to Sports Video Prod ^c			2	2	2	2	N/A	2	2	2	2	2
JRSP 3510: Control Room Operation ^c			2	2	2	2	N/A	2	2	2	2	2
CMJN 4000: Mass Media Law and Reg. ^a			3	3	3	N/A	N/A	3	3	N/A	N/A	N/A
JRNL 4920: Journalism Internship ^b			3	3	3	3	3	3	3	3	3	3
JRSP 4920: JRNL Sport Prod Internship ^c			3	3	3	3	3	3	3	3	3	3

^aCourse required for both Journalism and Journalism: Sports Production degree

^bCourse required for Journalism degree

^cCourse required for Journalism: Sports Production degree