

# Journalism and Mass Communication - Strategic Communication Catalog Year: 2015 to current

JOURNALISM & MASS COMMUNICATION MAJOR 36 Semester Credit hours (+ 3 hr Statistics)		Other Trans-fer TR	Earned at UNM R	credit hrs. required CR	STATUS	ADVISOR NOTES
<b>Journalism &amp; Mass Comm Core (15 required hours, plus additional 3 hours of Statistics for 18 total hours)</b>						
Intro to Media Writing	CJ 171L (prior to concentration)			3		
Multimedia & Visual Comm	CJ 269 (p 171L)			3		
History of Media	CJ 365			U/3		
Media Ethics & Law	CJ 466			U/3		
Media Theory & Research	CJ 478			U/3		
Introduction to Statistics	STAT 145 (required)			3		
<b>Strategic Communication (12 hours)</b>						
Intro to Strat Comm	CJ 387			U/3		<b>Please pay attention to pre-reqs. This is a <i>minimum</i> 3-semester sequence.</b>
Strat Planning & Positioning	CJ 388 (p 171L & 387)			U/3		
Creative Concepts	CJ 389 (p 171L & 387)			U/3		
Strat Comm Campaigns	CJ 488 (p 388 & 389)			U/3		
<b>C &amp; J Electives (9 hours, either from list or any other CJ course from MMJ concentration)</b>						
Introduction to Mass Media	CJ 110			3		
Media Theories	CJ 268			3		
Web Design	CJ 279			3		
Beginning Internship in C&J	CJ 292			3		
Intercultural Communication	CJ 314			U/3		
Persuasive Communication	CJ 327			U/3		
Business and Professional Speaking	CJ 332			U/3		
Political Communication	CJ 334			U/3		
Organizational Communication	CJ 340			U/3		
Interviewing	CJ 344			U/3		
Photojournalism (fall only)	CJ 361			U/3		
Magazine Writing	CJ 373			U/3		
Design & Visual Presentation I	CJ 374			U/3		
Media Management (fall only)	CJ 376			U/3		
Topics in Communication & Journalism	CJ 393			U/3		
Broadcast News II	CJ 460			U/3		
Media Criticism	CJ 461			U/3		
Topics in Mass Communication	CJ 463			U/3		
Multimedia Visual Production	CJ 464			U/3		
Mass Comm: Int'l Perspectives	CJ 467			U/3		
Multiculturalism, Gender, & Media	CJ 469			U/3		
Design & Visual Presentation II	CJ 474			U/3		
Undergraduate Problems	CJ 490			U/3		
Honors Thesis	CJ 494			U/3		
Internship in Strat Comm	CJ 495			U/3		
Internship in MMJ	CJ 496			U/3		
Courses from MMJ concentration	CJ 278, CJ 360, CJ 375, CJ 475 (pre-req driven)			U/3		
<b>2nd major or minor requirements</b>						
<b>NOTE:</b>						
Verify w/ each respective department regarding minor or second major requirements.						
ADVISING OFFICE USE ONLY						
<b>CREATED by:</b> _____ <b>on:</b> _____ <b>for:</b> _____ Declared major _____ UAC _____ APPT. _____ VA _____ FIN _____ PERS USE _____ OTHER:						
<b>UPDATED by:</b> _____ <b>on:</b> _____ <b>for:</b> _____ _____ <b>on:</b> _____ <b>for:</b> _____						
<b>CJ Department Admission requirements: 2.5 GPA, CJ 171L, STAT 145, 26 hours,</b> <b>and the following core requirements: Writing &amp; Speaking, Foreign language</b> <i>This worksheet is not intended to be a substitution for the actual catalog. The student is responsible for reading the catalog and for following requirements. Immediately bring to the advisor's attention any discrepancies found after comparing prepared plan to published catalog and academic history.</i> <b>Other requirements:</b> <ol style="list-style-type: none"> <li>1). 72 or more semester hours in courses outside the department</li> <li>2). 65 semester hours in the basic liberal arts and sciences</li> <li>3). 2.5 gpa for all course work in the major. Students must have a grade of "C" or better in all C&amp;J department courses. A grade of "C-" does not count as a "C."</li> </ol>						