

Journalism and Broadcasting

The College at Brockport
Department of Communication
BA or BS in Journalism/Broadcasting
(Effective for students matriculated **Fall 2009 or later**)

The **Journalism and Broadcasting Major** consists of at least 39 credits of course work (13 courses). That includes 21 credit hours (seven courses) in Core Courses plus 18 credit hours (six courses) in one of four Concentrations:

1. **Media Production:** designed for students interested in field and studio audio and video production;
2. **Electronic/Print Journalism:** designed for students interested in writing for the web, print and broadcast media;
3. **Public Relations:** designed for students interested in helping organizations build relationships with the publics that are important to them;
4. **Media Studies:** designed for students interested in an in-depth examination of the relationship between media and society.

At least five courses (15 credit hours) in the major must be completed at SUNY Brockport.

Required Minor or Second Major in Outside Discipline (Other than Communication Studies)

All students pursuing the Journalism and Broadcasting major in Communication must also complete a minor, normally 6-7 courses (18-21 credit hours), or a second major, normally 10-12 courses (30-36 credit hours) in a discipline other than communication.

In lieu of a minor or second major in another discipline, student may elect, **with departmental approval**, a contractual program consisting of a minimum of 18 credit hours of courses in an area not identified as a formal minor or major at the College at Brockport. Study of a foreign language other than French or Spanish (in which minors are offered), bilingual-multicultural studies or foreign cultural studies are encouraged as such a program of study.

Communication Internships

CMC 475 Communication Internship is offered every semester as well as during the summer and winter special sessions. Students must have completed a minimum of 54 credits hours (12 of them in Communication at The College at Brockport) and have a 3.0 GPA in the major, a 2.5 GPA overall. Students must apply to the internship coordinator at least 1/2 semester prior to the start of the anticipated internship. Students seeking placement outside of the greater Rochester area are strongly encouraged to apply at least 6 months in advance of the start of their anticipated internship. CMC 475 will count as an upper division course towards the 48 upper division credits required of all undergraduates. It will NOT count as an elective in the major. However, students must take the internship for a letter grade, thus it will count towards a student's major GPA. For application procedure, consult the department Web site: www.brockport.edu/cmc

I. Core: 21 Credit Hours

Students should take CMC 200, CMC 242 and CMC 224 or 243 during their first 3 semesters at The College at Brockport. CMC 200, CMC 242 and CMC 224 or 243 need to be completed with a grade of **C or higher**.

Required Courses:

_____ CMC 200	Intro to Digital Video/Audio (Every Semester)
_____ CMC 242	Fundamentals of Media (Every Semester)
_____ CMC 224	Newswriting (Every Semester) OR
_____ CMC 243	Media Writing (Every Semester)
_____ CMC 348	Video Production (Every. Prerequisite: CMC 200)
_____ CMC 467	Mass Communication Theory & Research (Every Semester, Prerequisite: Junior Status)
_____ CMC 496	Contemporary Media Issues (Every Semester. Prerequisites: CMC 242 & Junior Status)
_____ CMC 468	Media Law & Ethics (Every Semester. Prerequisites: CMC 242 & Junior Status)

II. Journalism and Broadcasting Major Concentrations

(Minimum 6 courses/18 credit hours)

Students must select one of the following four concentrations and must complete at least six (6) courses in the selected concentration. **Overall, a student may not have more than 18 courses (54 credits) in the CMC discipline count toward the overall 120 credits needed to graduate.**

Circle Concentration:

Media Production	Electronic/Print Journalism
Public Relations	Media Studies

Minor or Second Major: _____

Concentration One: Media Production

Required Courses:

- _____ CMC 343 Broadcast Announcing (Every Semester. Co-requisite: CMC. 224 or 243)
- _____ CMC 346 Audio Production (Every Semester. Pre-requisite: CMC 200, Co- requisite: CMC 224 or 243)

Select at least ONE of the following:

- _____ CMC 324 Advanced Media Writing (Every. Prerequisite: CMC 224 or 243)
- _____ CMC 327 Web Publication & Design (Every. Prerequisites: CMC 224 or 243)

Select at least TWO of the following:

- _____ CMC 353 Media Sales and Marketing (Spring)
- _____ CMC 358 Advanced Editing (Even Spring, Prerequisite: CMC 200)
- _____ CMC 445 Advanced Audio Production (Spring, Prerequisite: CMC 346)
- _____ CMC 446 Advanced Video Production (Spring. Prerequisite: CMC 348)
- _____ CMC 448 Live TV Production (Even Fall Semesters. Prerequisite: CMC 348)
- _____ CMC 450 Preparation for Documentary Production (Every Odd Fall. Prerequisite: CMC 348)
- _____ CMC 451 Documentary Production (Even Spring Semesters. Prerequisite: CMC 450)
- _____ CMC 455 Graphics DVD Authoring (Odd Spring Semesters. Pre-requisites: CMC 200 & CMC 348 or 358)

Select at least ONE of the following:

- _____ CMC 319 Propaganda & Persuasion (Every Semester)
- _____ CMC 372 Film as Social Commentary (Fall. Prerequisite: Junior)
- _____ CMC 412 Communication Technology & Social Change (Fall. Prerequisite: Junior)
- _____ CMC 463 Media & Society (Spring. Prerequisites: Junior)
- _____ CMC 377 Introduction to Organizational Communication (Every Semester)

Concentration Two: Electronic/Print Journalism

Required Courses:

- _____ CMC 324 Advanced Media Writing (Every Semester. Prerequisite CMC 224 or 243)
- _____ CMC 327 Web Publication & Design (Every Semester. Prerequisite: CMC 224 or 243)

Select at least THREE of the following:

- _____ CMC 321 Mass Media Reporting (Spring. Prerequisite: CMC 224 or 243)
- _____ CMC 322 Editorial Methods (Every Other Fall Semester). Prerequisite: CMC 224 or 243)
- _____ CMC 325 Feature Writing (Spring. Prerequisite: CMC 224 or 243)
- _____ CMC 366 Electronic Journalism (Fall. Prerequisite: CMC 224 or 243)
- _____ CMC 466 Advanced Electronic Journalism (Even Spring Semesters. Prerequisite: CMC 366)
- _____ CMC 448 Live TV Production (Even Fall Semesters: Prerequisite. CMC 348)
- _____ CMC 361 Sports Writing (Fall. Prerequisite: CMC 224 or 243)

Select at least ONE of the following:

- _____ CMC 372 Film as Social Commentary (Fall. Prerequisite. Junior Status)
- _____ CMC 412 Communication Technology & Social Change (Fall. Pre-requisite: CMC 242 & Junior Status)
- _____ CMC 438 History of American Journalism (Spring. Prerequisites: CMC 242 and Status)
- _____ CMC 463 Media & Society (Spring. Prerequisite: Junior Status)

Concentration Three: Public Relations

Required Courses

- ___ CMC 228 Public Relations Writing (Fall)
- ___ CMC 332 Public Relations Principles and Practices (Spring)
- ___ CMC 334 Public Relations Methods & Cases (Fall. Pre-requisite: CMC 332)

Choose at least ONE course from the following:

- ___ CMC 415 Dynamic Speaking in Professional Contexts (Fall. Prerequisite: CMC 316 or 332)
- ___ CMC 432 Public Relations Campaigns (Spring. Prerequisites: CMC 228 & 332)

Select at least TWO of the following:

- ___ CMC 309 Speech Composition & Presentation (Prerequisite: CMC 201) **OR**
- ___ CMC 219 Advertising, Mass Persuasion & the Consumer (Every Semester)
- ___ CMC 325 Feature Writing (Spring. Prerequisite: CMC 224 or 243)
- ___ CMC 353 Media Sales & Marketing (Spring)
- ___ CMC 327 Web Publication & Design (Every Semester. Prerequisite: CMC 224 or 243)
- ___ CMC 324 Advanced Media Writing (Every Semester. Prerequisite: CMC 224 or 243)
- ___ CMC 319 Propaganda and Persuasion (Every Semester)
- ___ CMC 377 Introduction to Organizational Communication (Every Semester)

Concentration Four: Media Studies

Required Courses:

- ___ CMC 372 Film as Social Commentary (Fall. Prerequisites: CMC 242 & Junior Status)
- ___ CMC 412 Communication Technology & Social Change (Fall. Prerequisites: Junior Status)
- ___ CMC 463 Media & Society (Spring Semester. Prerequisites: Junior Status)

Select at least THREE of the following

- ___ CMC 211 Protest & Public Opinion (Every Semester) **OR**
- ___ CMC 219 Advertising, Mass Persuasion & the Consumer (Every Semester)
- ___ CMC 319 Propaganda and Persuasion (Every Semester)
- ___ CMC 410 Speakers, Campaigns and Movements (Spring)
- ___ CMC 417 Political Rhetoric in the Information Age (Fall)
- ___ CMC 419 Freedom of Expression (Spring)
- ___ CMC 438 History of American Journalism (Spring. Prerequisites: CMC 242 & Junior Status)

