

# MASS COMMUNICATIONS, BACHELOR OF SCIENCE (B.S.) WITH A CONCENTRATION IN JOURNALISM/DIGITAL

The Richard T. Robertson School of Media and Culture offers a Bachelor of Science in Mass Communications with concentrations in one of four areas: advertising, journalism, media production or public relations. The journalism concentration provides students with the skills and practice necessary for careers in the news media.

## Student learning outcomes

Upon completing this program, students will know how to do the following:

### Mass communications core learning outcomes

- Conduct research and evaluate information by methods appropriate to the communication professions in which they work
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply tools and technologies appropriate for the communication professions in which they work
- Apply basic numerical and statistical concepts
- Think critically, creatively and independently
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Understand and apply the principles and laws appropriate to the communication professions in which they work, including copyright and trademark law
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications
- Demonstrate an understanding of professional ethical principles and work ethically
- Understand concepts and apply theories in the use and presentation of images and information

### Journalism/digital concentration-specific outcome

- Write correctly and clearly in forms and styles appropriate for the digital journalism profession, audiences and purposes they serve

## Special requirements

The **overview section** of the Robertson School of Media and Culture explains the requirements for students to be admitted to, and remain in, the foundation program or a specific concentration in the school.

Students must earn a total of 45 credits in classes at the 300-level and above, including upper-level mass communications course work. To graduate from the mass communications program, students must have a cumulative and major GPA of 2.5 and must earn a minimum grade of C in their senior-level capstone courses. The mass communications curriculum includes the foundation and specific concentrations.

## Foundation course work for journalism students

MASC 101 and MASC 203, each with a minimum grade of C; and completion of general education courses UNIV 111, UNIV 112, POLI 103, ECON 203, STAT 208 or STAT 210, and a course from the scientific and logical reasoning area of inquiry. Completion of both ECON 210 and ECON 211 may substitute for ECON 203.

To enroll in MASC 203, students must receive departmental permission.

To enroll in a mass communications course, majors must have earned a minimum grade of C in all courses prerequisite for that course.

## Degree requirements for Mass Communications, Bachelor of Science (B.S.) with a concentration in journalism/digital

Course	Title	Hours
<b>General education (<a href="http://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/">http://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/</a>)</b>		
Select 30 credits of general education courses in consultation with an adviser.		30
<b>Major requirements</b>		
• Major core requirements		
MASC 101	Mass Communications	3
MASC 274	Diversity in the Media	3
MASC 300	Technical Prowess	3
MASC 380	Media and Culture	3
MASC 390	Ethical Problems in Mass Media	3
MASC 408	Communications Law	3
MASC 493	Fieldwork/Internship	3
MASC 499	Career Minded	3
• Concentration requirements		
MASC 203	Journalism Writing	3
MASC 303	Reporting for Print and Web	3
MASC 305	Copy Editing	3
MASC 363	Introduction to Broadcast Writing	3
MASC 367	Beginning Media Production	3
MASC 475	Capital News Service	6
<b>Ancillary requirements</b>		
ECON 203	Introduction to Economics (satisfies general education BOK for social/behavioral sciences and AOI for global perspectives) <sup>3</sup>	3
ENGL 215	Reading Literature (Note: not all options satisfy general education BOK for humanities/fine art and AOI creativity, innovation and aesthetic inquiry)	3
or ENGL 201	Western World Literature I	
or ENGL 202	Western World Literature II	
or ENGL 203	British Literature I	
or ENGL 204	British Literature II	
or ENGL 205	American Literature I	
or ENGL 206	American Literature II	
or ENGL 211	Contemporary World Literature	
or ENGL 217	Reading New Literature	
or ENGL 236	Women in Literature	

or ENGL 250	Reading Film	
or ENGL 291	Topics in Literature	
or ENGL 295	Introduction to Creative Writing	
or NEXT 240	Reading Technology, Media and Culture	
HIST 103 & HIST 104	Survey of American History I and Survey of American History II	6
HUMS 202	Choices in a Consumer Society	1
POLI 103	U.S. Government and Politics (satisfies general education BOK for social/behavioral sciences and AOI for diversities in the human experience)	3
STAT 208	Statistical Thinking (either satisfies general education quantitative foundations)	3
or STAT 210	Basic Practice of Statistics	
POLI or URSP course (300 level or higher)		3
Experiential fine arts <sup>4</sup>		1-3
Foreign language through the 102 level (by course or placement)		0-6
History course (300 level or higher)		3
Literature course (300 level or higher) except ENGL/TEDU 386 or TEDU 387		3
<b>Open electives</b>		
Select any course.		17-28
<b>Total Hours</b>		<b>120</b>

1

These capstone courses may not be taken simultaneously without permission from the instructor.

2

Six credits of MASC 475, which is repeatable, will satisfy the capstone requirement.

3

Completion of both ECON 210 and ECON 211 may substitute for ECON 203; ECON 210 satisfies the same general education categories.

4

Courses offered by the School of the Arts

**The minimum number of credit hours required for this degree is 120.**

What follows is a sample plan that meets the prescribed requirements within a four-year course of study at VCU. Please contact your adviser before beginning course work toward a degree.

**Freshman year**

Fall semester	Hours
MASC 101 Mass Communications	3
MATH 131 Introduction to Contemporary Mathematics or MATH 141 (either is a prerequisite for STAT 208; counts as open elective) or Algebra with Applications	3

UNIV 111 Focused Inquiry I (satisfies general education UNIV foundations)	3
Play course video for Focused Inquiry I	
General education course	3
General education course (select BOK for natural sciences and/or AOI for scientific and logical reasoning)	3
<b>Term Hours: 15</b>	

**Spring semester**

ECON 203 Introduction to Economics (satisfies general education and AOI for global perspectives)	3
HUMS 202 Choices in a Consumer Society	1
POLI 103 U.S. Government and Politics (satisfies general education AOI for diversities in the human experience)	3
UNIV 112 Focused Inquiry II (satisfies general education UNIV foundations)	3
Play course video for Focused Inquiry II	
Experiential fine arts	2-3
General education course	3
<b>Term Hours: 15-16</b>	

**Sophomore year**

**Fall semester**

ENGL 215 Reading Literature (either satisfies general education BOK for humanities/fine arts and AOI for creativity, innovation and aesthetic inquiry) or NEXT 240 or Reading Technology, Media and Culture	3
HIST 103 Survey of American History I	3
MASC 203 Journalism Writing	3
STAT 208 Statistical Thinking (either satisfies general education quantitative foundations) or STAT 210 or Basic Practice of Statistics	3
UNIV 200 Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)	3
<b>Term Hours: 15</b>	

**Spring semester**

HIST 104 Survey of American History II	3
MASC 300 Technical Prowess	3
MASC 303 Reporting for Print and Web	3
Open electives	6
<b>Term Hours: 15</b>	

**Junior year**

**Fall semester**

MASC 363 Introduction to Broadcast Writing	3
MASC 367 Beginning Media Production	3
Foreign language 101	3
History course (300-level or higher)	3

Open elective	3
<b>Term Hours:</b>	<b>15</b>
<b>Spring semester</b>	
MASC 274 Diversity in the Media	3
MASC 305 Copy Editing	3
MASC 380 Media and Culture	3
POLI or URSP course (300-level or higher)	3
Foreign language 102	3
<b>Term Hours:</b>	<b>15</b>
<b>Senior year</b>	
<b>Fall semester</b>	
MASC 390 Ethical Problems in Mass Media	3
MASC 408 Communications Law	3
MASC 475 Capital News Service	6
Open elective	3
<b>Term Hours:</b>	<b>15</b>
<b>Spring semester</b>	
MASC 493 Fieldwork/Internship	3
MASC 499 Career Minded	3
Literature course (300 level or higher) except ENGL/ TEDU 386 or ENGL 387	3
Open elective	6
<b>Term Hours:</b>	<b>15</b>
<b>Total Hours:</b>	<b>120-121</b>

The minimum number of credit hours required for this degree is 120.