

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

The Richard T. Robertson School of Communication 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

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invite ACEJMC is located
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications
- 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
- Present images and information effectively and creatively, using appropriate tools and technologies
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
- Effectively and correctly apply basic numerical and statistical concepts
- 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 communications professions in which they work

Journalism concentration-specific outcome

- Think innovatively and write correctly and clearly in forms and styles appropriate for journalism professions, audiences and purposes they serve

Special requirements

The **overview section** 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, MASC 202 and MASC 203, each with a minimum grade of C; and completion of general education courses UNIV 111, UNIV 200, POLI 103, and a course from the scientific and logical reasoning area of inquiry.

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

Course	Title	Hours
General education (https://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/)		
Select 30 credits of general education courses in consultation with an adviser.		30
Major requirements		
• Major core requirements		
MASC 101	Mass Communications	3
MASC 200	Technical Prowess I	3
MASC 300	Technical Prowess II	3
MASC 310	Audience Insights	3
MASC 391	Career Minded	3
MASC 395	Communication Ethics and Law	3
MASC 400	Integrated Communication Lab	3
MASC 493	Fieldwork/Internship	3
• Major electives		
MASC electives ²		6
Concentration requirements		
MASC 202	Navigating the News	3
MASC 203	Intro to News Writing	3
MASC 303	Advanced News Writing	3
MASC 304	Media Innovation	3
MASC 305	Copy Desk	3
MASC 360	Intro to Multimedia Storytelling	3
MASC 363	Audio/Visual Writing	3
MASC 460	Advanced Multimedia Storytelling	3
MASC 465	InSight News Show ¹	6
or MASC 475	Capital News Service	
Ancillary requirements		
HUMS 203	Career Compass	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	3

or STAT 210	Basic Practice of Statistics	
AI literacy course ⁴		3
HIST courses (choose from HIST 103, HIST 104, HIST 205 or any 300-500 level courses)		6
INNO course (choose from INNO 210, INNO 221, INNO 223, INNO 225 or INNO 491; INNO 210 satisfies general education AOI for creativity, innovation and aesthetic inquiry)		3
POLI or URSP course (300-500 level)		3
Open electives		
Select any course.		14
Total Hours		120

1

Either MASC 465 (offered in fall semesters) or MASC 475 (offered in spring semesters) may satisfy the capstone requirement. Both courses are repeatable and can count towards MASC electives.

2

Completion of BRND 591 may count towards a MASC elective.

3

Completion of STAT 212, SCMA 301 or any upper level (300- 500 level) STAT course may satisfy the STAT 208 or STAT 210 requirement.

4

Select any three credit course from the AI studies in humanities and sciences minor. MASC 311, MASC 312, MASC 313 and MASC 314 cannot fulfill both major elective and ancillary requirements.

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.

Recommended course sequence/plan of study

Freshman year

Fall semester		Hours
MASC 101	Mass Communications	3
MATH 131	Introduction to Contemporary Mathematics (satisfies open elective)	3
or		
MATH 141	or Algebra with Applications	
UNIV 111	Introduction to Focused Inquiry:	3
Play course	Investigation and Communication (satisfies	
video for	general education UNIV foundations)	
Introduction		
to Focused		
Inquiry:		
Investigation		
and		
Communication		
General education course		3
General education course (select BOK for natural sciences and/or AOI for scientific and logical reasoning)		3
Term Hours:		15

Spring semester

HUMS 203	Career Compass	1
----------	----------------	---

MASC 200	Technical Prowess I	3
MASC 202	Navigating the News	3
UNIV 200	Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)	3
General education course		3
INNO course (choose from INNO 210, INNO 221, INNO 223, INNO 225 or INNO 491; INNO 210 satisfies general education AOI for creativity, innovation and aesthetic inquiry)		3

Term Hours: 16

Sophomore year

Fall semester

MASC 203	Intro to News Writing	3
MASC 300	Technical Prowess II	3
POLI 103	U.S. Government and Politics	3
STAT 208	Statistical Thinking (either satisfies general education quantitative foundations) ¹	3
or		
STAT 210	or Basic Practice of Statistics ¹	
AI literacy course ²		3

Term Hours: 15

Spring semester

MASC 303	Advanced News Writing	3
MASC 304	Media Innovation	3
MASC 310	Audience Insights	3
MASC 360	Intro to Multimedia Storytelling	3
HIST course (choose from HIST 103, HIST 104, HIST 205 or any 300-500 level courses)		3

Term Hours: 15

Junior year

Fall semester

MASC 305	Copy Desk	3
MASC 363	Audio/Visual Writing	3
MASC 395	Communication Ethics and Law	3
General education course		3
HIST course (choose from HIST 103, HIST 104, HIST 205 or any 300-500 level courses)		3

Term Hours: 15

Spring semester

MASC 391	Career Minded	3
MASC 460	Advanced Multimedia Storytelling	3
General education course		3
POLI or URSP course (300-500 level)		3
Open elective		3

Term Hours: 15

Senior year

Fall semester

MASC 400	Integrated Communication Lab	3
MASC 465	InSight News Show (or MASC electives) ³	6
General education course		3
General education course (or open elective if INNO 210 was chosen to satisfy INNO course requirement)		3

Term Hours: 15

Spring semester

MASC 475	Capital News Service (or MASC electives)	6
MASC 493	Fieldwork/Internship	3
Open electives (300-500 level if needed)		5
Term Hours:		14
Total Hours:		120

1

Completion of STAT 212, SCMA 301 or any upper level (300-500 level) STAT course may satisfy the STAT 208 or STAT 210 requirement.

2

Select any three credit course from the AI studies in humanities and sciences minor. **MASC 311, MASC 312, MASC 313** and **MASC 314** cannot fulfill both major elective and ancillary requirements.

3

Either **MASC 465** (offered in fall semesters) or **MASC 475** (offered in spring semesters) may satisfy the capstone requirement. Both courses are repeatable and can count towards MASC electives.

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