Mass Communications, Bachelor of Science (B.S.) with a concentration in journalism/broadcast

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/broadcast concentration-specific outcome
- Write correctly and clearly in forms and styles appropriate for broadcast journalism professions, 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/broadcast

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tr>
<td>Select 30 credits of general education courses in consultation with an adviser.</td>
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<td>30</td>
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</table>

**Major requirements**

- 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 363 Introduction to Broadcast Writing 3
  - MASC 367 Beginning Media Production 3
  - MASC 415 Advanced Media Production 3
  - MASC 460 Advanced Television Newsgathering 3
  - MASC 465 Newscasting 6
  - Major electives
  - MASC electives (300-400 level) 6

**Ancillary requirements**

- ECON 211 Introduction to Economics (satisfies general education BOK for social/behavioral sciences and AOI for global perspectives) 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
Completion of both ECON 210 and ECON 211 may substitute for ECON 203; ECON 210 satisfies the same general education categories.

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**

- MASC 101 Mass Communications 3
- MATH 131 Introduction to Contemporary Mathematics 3
- or MATH 141 Algebra with Applications 3
- UNIV 111 Play course video for Focused Inquiry I 3

**Spring semester**

- MASC 203 Journalism Writing 3
- STAT 208 or STAT 210 Statistical Thinking (either satisfies general education quantitative foundations) 3
- Experiential fine arts 2 2-3

**Sophomore year**

**Fall semester**

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

**Spring semester**

- HIST 104 Survey of American History II 3
- MASC 274 Diversity in the Media 3
- MASC 300 Technical Prowess 3
- MASC 303 Reporting for Print and Web 3
- Foreign language 102 3

**Junior year**

**Fall semester**

- MASC 363 Introduction to Broadcast Writing 3
- MASC 367 Beginning Media Production 3
- MASC 380 Media and Culture 3
- General education course 3
- History course (300-level or above) 3

**Spring semester**

- MASC 415 Advanced Media Production 3
- MASC 460 Advanced Television News Gathering 3
- MASC elective (300-400 level) 3
- POLI or URSP course (300-level or higher) 3
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MASC 408</td>
<td>Communications Law</td>
<td>3</td>
</tr>
<tr>
<td>MASC 465</td>
<td>Newscasting</td>
<td>6</td>
</tr>
<tr>
<td>MASC elective (300-400 level)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Open elective</td>
<td></td>
<td>3</td>
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**Term Hours:** 15

**Total Hours:** 120-122

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