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

Course	| Title |
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>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>)</td>
<td></td>
</tr>
<tr>
<td>Select 30 credits of general education courses in consultation with an adviser.</td>
<td>30</td>
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<tr>
<td>Major requirements</td>
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<tr>
<td>• Major core requirements</td>
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</tr>
<tr>
<td>MASC 101</td>
<td>Mass Communications</td>
</tr>
<tr>
<td>MASC 274</td>
<td>Diversity in the Media</td>
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<td>MASC 300</td>
<td>Technical Prowess</td>
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<td>MASC 380</td>
<td>Media and Culture</td>
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<tr>
<td>MASC 390</td>
<td>Ethical Problems in Mass Media</td>
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<tr>
<td>MASC 408</td>
<td>Communications Law</td>
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<tr>
<td>MASC 493</td>
<td>Fieldwork/Internship</td>
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<tr>
<td>MASC 499</td>
<td>Career Minded</td>
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<tr>
<td>• Concentration requirements</td>
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<tr>
<td>MASC 203</td>
<td>Journalism Writing</td>
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<tr>
<td>MASC 303</td>
<td>Reporting for Print and Web</td>
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<tr>
<td>MASC 363</td>
<td>Introduction to Broadcast Writing</td>
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<tr>
<td>MASC 367</td>
<td>Beginning Media Production</td>
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<tr>
<td>MASC 415</td>
<td>Advanced Media Production</td>
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<tr>
<td>MASC 460</td>
<td>Advanced Television Newsgathering</td>
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<tr>
<td>MASC 465</td>
<td>Newscasting</td>
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<tr>
<td>• Major electives</td>
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<td>MASC electives (300-400 level)</td>
<td>6</td>
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</table>

Ancillary requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>ECON 203</td>
<td>Introduction to Economics (satisfies general education BOK for social/behavioral sciences and AOI for global perspectives)</td>
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<tr>
<td>ENGL 215</td>
<td>Reading Literature (Note: not all options satisfy general education BOK for humanities/fine art and AOI creativity, innovation and aesthetic inquiry)</td>
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<tr>
<td>or ENGL 201</td>
<td>Western World Literature I</td>
</tr>
<tr>
<td>or ENGL 202</td>
<td>Western World Literature II</td>
</tr>
<tr>
<td>or ENGL 203</td>
<td>British Literature I</td>
</tr>
<tr>
<td>or ENGL 204</td>
<td>British Literature II</td>
</tr>
<tr>
<td>or ENGL 205</td>
<td>American Literature I</td>
</tr>
<tr>
<td>or ENGL 206</td>
<td>American Literature II</td>
</tr>
</tbody>
</table>
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   Survey of American History I  
& HIST 104   and Survey of American History II  
HUMS 202   Choices in a Consumer Society  

STAT 208   Statistical Thinking (either satisfies general education quantitative foundations)  
or STAT 210   Basic Practice of Statistics  

POLI or URSP course (300 level or higher)  
Experiential fine arts  
Foreign language through the 102 level (by course or placement)  
History course (300 level or higher)  

Term Hours:  
Freshman year  
Fall semester  
MASC 101   Mass Communications  
MATH 131   Introduction to Contemporary Mathematics  
or MATH 141   or Algebra with Applications  
UNIV 111   Focused Inquiry I (satisfies general education UNIV foundations)  
General education course (select BOK for natural sciences and AOI for scientific and logical reasoning)  

Term Hours:  
Spring semester  
ECON 203   Introduction to Economics (satisfies general education AOI for global perspectives)  
HIST 103   Survey of American History I  
HUMS 202   Choices in a Consumer Society  
POLI 103   U.S. Government and Politics (satisfies general education AOI for diversities in the human experience)  
UNIV 112   Focused Inquiry II (satisfies general education UNIV foundations)  
Experiential fine arts  
Foreign language 101  

Term Hours:  
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  
MASC 203   Journalism Writing  
STAT 208   Statistical Thinking (either satisfies general education quantitative foundations)  
or STAT 210   or Basic Practice of Statistics  
UNIV 200   Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)  

Term Hours:  
Spring semester  
HIST 104   Survey of American History II  
MASC 274   Diversity in the Media  
MASC 300   Technical Prowess  
MASC 303   Reporting for Print and Web  

Term Hours:  
Junior year  
Fall semester  
MASC 363   Introduction to Broadcast Writing  
MASC 367   Beginning Media Production  
MASC 380   Media and Culture  
General education course  
History course (300-level or above)  

Term Hours:  
Spring semester  
MASC 415   Advanced Media Production  
MASC 460   Advanced Television Newsgathering  
MASC elective (300-400 level)  
POLI or URSP course (300-level or higher)  

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.
<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Open elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

**Senior year**

**Fall semester**
- MASC 408 Communications Law 3
- MASC 465 Newscasting 6
- MASC elective (300-400 level) 3
- Open elective 3

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<td><strong>Term Hours:</strong></td>
<td><strong>15</strong></td>
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</table>

**Spring semester**
- MASC 390 Ethical Problems in Mass Media 3
- MASC 493 Fieldwork/Internship 3
- MASC 499 Career Minded 3
- Literature course (300-level or above) except ENGL/TEDU 386 or ENGL 387 3
- Open elective 3

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<tr>
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</table>

**Total Hours:** **120-122**

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