CONVERGENT JOURNALISM AND PUBLIC RELATIONS (BACHELOR OF SCIENCE, B.S.)

Overview

Convergent Journalism and Public Relations blends broadcast, print, photography and web media coverage across platforms. Students learn to create written, visual and broadcast packages, using more than one outlet to tell the story.

Convergent Journalism and Public Relations graduates are in demand as the ever-changing media landscape needs professionals who can integrate traditional, digital and social media to create powerful interactive content across platforms.

Requirements

Students who choose this bachelor degree program will have no more than 6 years from admission or subsequent declaration to meet the requirements listed below. If certification, accreditation or statutory requirements change and additional requirements become effective during this time, the new requirements take precedence.

Code	Title	Credit Hours
General Studies		
Students must complete General Studies courses (http://catalog.missouriwestern.edu/undergraduate/university-information/academic-standards-regulations/baccalaureate-degree/#bachelor-general-studies)		42
Major Requirements		
COM 205	Introduction to Mass Media	3
COM 210	Presentational Communication	3
COM 215	Introduction to Public Relations	3
or JOU 202	Reporting for the Media	
COM 305	Interpersonal Communication	3
COM 311	Crisis and Risk Communication	3
COM 342	Intercultural Communication	3
COM 410	Organizational Communication	3
COM 415	Public Relations Campaigns	3
or JOU 428	Multimedia Storytelling	
COM 420	Research Methods in Communication	3
COM 460	Internship	3
COM 482	Public Relations Writing	3
or JOU 322	Advanced Reporting	
ENG 303	Grammar for Writing and Editing	3
JOU 104	Digital Photography	3
JOU 204	Digital Videography	3
JOU 227	Media Design	3
JOU 311	Griffon Media	6
JOU 324	Web Content and Design	3
JOU 402	Senior Project	3
JOU 403	Media Law and Ethics	3
JOU 432	Social Media Branding	3

Program Graduation Requirements

1. No more than one D is permitted in the major.
2. Earn an overall GPA of at least 2.0 and a major GPA of at least 2.0.

University Graduation Requirements

1. Earn a minimum of 120 credit hours (100 level and higher, maximum of 6 CED credit hours applicable).
2. Earn a minimum of 30 credit hours in upper-division courses. Lower-division transfer courses accepted as meeting upper-division departmental course requirements cannot be used to fulfill this requirement.
3. Earn 30 of the last 45 credit hours at MWSU in institutional coursework (exclusive of credit by examination).
4. Participate in required departmental and campus wide assessments.
5. Fulfill the Missouri Constitution requirement.
6. Successfully pass the Missouri Higher Education Civics Achievement exam.