

# JOURNALISM AND MEDIA COMMUNICATION, BACHELOR OF ARTS

## Journalism and Media Communication, Bachelor of Arts in Communication Requirements

Code	Title	Credits
<b>GENERAL EDUCATION REQUIREMENTS - 34 Hours Required</b>		
Minimum of "C-" required		
<b>Fundamental Skills</b>		<b>15</b>
<b>Writing – 6 hrs.</b>		
ENGL 1150	ENGLISH COMPOSITION I	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
<b>Oral Communication – 3 hrs.</b>		
CMST 1110	PUBLIC SPEAKING FUNDS	
or CMST 2120	ARGUMENTATION AND DEBATE	
<b>Quantitative Literacy – 3 hrs.</b>		
MATH 1120	INTRODUCTION TO MATHEMATICAL AND COMPUTATIONAL THINKING	
or MATH 1130	QUANTITATIVE LITERACY	
or MATH 1140	QUANTITATIVE REASONING FOR HEALTHCARE PROFESSIONALS	
or MATH 1300	COLLEGE ALGEBRA WITH SUPPORT	
<b>Data Literacy – 3 hrs.</b>		
Select one from the following:		
STAT 1100	DATA LITERACY AND VISUALIZATION	
STAT 1530	ELEMENTARY STATISTICS	
Until Fall 2028, students can satisfy this requirement with an approved data literacy course, or any approved natural or social science general education course.		
<b>Breadth of Knowledge</b>		<b>13</b>
Social Science – 3 hrs.		
Humanities – 3 hrs.		
Natural & Physical Science (must complete a lab) – 4 hrs.		
Arts – 3 hrs.		
<b>Individual and Social Responsibility</b>		<b>6</b>
Cultural Knowledge – 3 hrs.		
Civic Knowledge and Engagement – 3 hrs.		
<b>MAJOR REQUIREMENTS - 57 Hours Required</b>		
**Course will satisfy UNO's General Education requirement		
^Course requires pre-requisite(s)		
Minimum of "C" required		
<b>Core Courses</b>		<b>18</b>
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION (** ^)	
JMC 2100	MEDIA WRITING (^)	
JMC 2200	MEDIA PRODUCTION PRINCIPLES (^)	
JMC 3340	MEDIA THEORY (^)	
JMC 3350	COMMUNICATION RESEARCH (^)	

JMC 4970	INTERNSHIP EXPERIENCE (^ 3 credits required but students can split three credits up over semesters; no retroactive credit permitted)	
<b>Select 2 of the following</b>		<b>6</b>
JMC 3510	CULTURAL COMMUNICATION IN AFRICAN-AMERICAN CINEMA	
JMC 3700	VISUAL COMMUNICATION AND CULTURE (^)	
JMC 3920	MEDIA & CULTURE	
JMC 4010	MEDIA HISTORY (^)	
JMC 4040	SOCIAL MEDIA MEASUREMENT AND MANAGEMENT (^)	
JMC 4260	MEDIA RELATIONS	
JMC 4300	RISK AND CRISIS COMMUNICATION	
JMC 4310	MEDIA & POLITICS	
JMC 4380	FILM THEORY AND CRITICISM (^)	
JMC 4390	MEDIA ENTREPRENEURSHIP (^)	
JMC 4400	MEDIA ETHICS (^)	
JMC 4410	COMMUNICATION LAW AND POLICY (^)	
JMC 4430	GLOBAL MEDIA COMMUNICATION (^)	
<b>Select a Concentration:</b>		<b>33</b>
Emerging Media Concentration		
Public Relations and Advertising Concentration		
<b>Bachelor of Arts in Communication Foreign Language requirements</b>		<b>16</b>
<b>ELECTIVES</b>		
elective hours as required to reach a total of 120 hours		

## Journalism & Media Communication, Bachelor of Arts Concentrations

- Emerging Media Concentration (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/journalism-media-communication-ba/emerging-media-conc/>)
- Public Relations and Advertising Concentration (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/journalism-media-communication-ba/public-relations-advertising-conc/>)