



WESTERN MICHIGAN
UNIVERSITY

DIGITAL MEDIA & JOURNALISM MAJOR

SCHOOL OF COMMUNICATION
COLLEGE OF ARTS AND SCIENCES

FOR STUDENTS WITH A CATALOG YEAR OF FALL 2019

OVERVIEW

The Digital Media and Journalism major prepares students with the interdisciplinary media and information technology competencies required for effective 21st century communication. The major builds on a strong foundation of critical thinking and social responsibility. To complete the major, students then choose one of three sub-discipline emphases: journalism, digital media production, or media management and media technology.

HOW DO I BECOME A MAJOR?

If you are currently a major in another department and would like to switch to one of the majors in the School of Communication or add one as a second major, please make an appointment with the School of Communication academic advisor to discuss your options. To contact the advisor, visit us online at www.wmich.edu/communication. Click on Advising, then Undergraduate or email com-advising@wmich.edu.

WHAT WILL I LEARN?

At the end of their course of study in the Digital Media and Journalism Major, students will have:

- practical skills in either journalism, media professions or media and technology management.
- a broad understanding of the current media industry
- critical thinking skills related to media messages and media systems
- basic knowledge of media and communication ethics
- understanding the application of technology in communication.

POTENTIAL CAREER PATHWAYS

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|---|------------------------------------|
| * Digital or Broadcast Journalist | * Information Officer |
| * Information Technology Specialist | * Sports Announcer |
| * News Editor | * Broadcast News Producer |
| * Internet Web Designer | * Broadcast/Cable TV Management |
| * Innovation Technology Management | * Writer for In-house Publications |
| * Press Relations Specialist | * Researcher |
| * Freelance Writer | |
| * Media and Advanced Technology Support Administrator | |

Please note: For students with a catalog year of Fall 2019.

The following information is provided as a guide to your major curriculum. Students should review all requirements (major, minor, and general education) as specified in the catalog under which they enter (catalog.wmich.edu).

33 Hours – Non-teaching major

Digital Media and Journalism Foundations (9 hours) Credits

COM 1000:	Communication and Community Engagement	3
COM 2400:	Introduction to Media and Telecommunications	3
JRN 1000:	Foundations of Journalism	3

Digital Media and Journalism Core Requirements (9 hours)

COM 3070:	Freedom of Expression	3
COM 4770:	Communication Ethics	3
COM 3400:	Global Media Literacy	3
OR		
COM 4430:	Media and Social Change	3

Digital Media and Journalism Emphases (9 hours)

Select one of the following emphases. At least one of the courses selected in the emphasis must be a baccalaureate writing course - marked with an asterisk (*).

Management and Technology

Pick three out of the five courses:

COM 3540:	Web Design and Digital Communication	3
COM 3840:	Organizational Communication Technologies	3
COM 4460:	Telecommunications Law and Policy	3
*COM 4480:	Media Management and Telecommunications (Prerequisite: C or better in [COM 1000 or COM 2000 or CIS 2700] and COM 2400)	3
COM 4490:	Communication Technology and Innovation (Prerequisite: C or better in COM 2400)	3

Journalism

Pick three out of the four courses:

JRN 2200:	Multimedia Journalism (Prerequisite: C or better in JRN 1000)	3
*JRN 3100:	News Reporting Using New Media (Prerequisite: C or better in JRN 1000)	3
*JRN 3200:	News Writing and Reporting (Prerequisite: C or better in JRN 1000)	3
JRN 3590:	Digital News Production	3

Communication in Media Professions

Pick three out of the four courses:

COM 2800:	Introduction to Organizational Communication (Prerequisite: C or better in COM 1000 or COM 2000)	3
COM 3320:	Teamwork and Communication	3
*COM 3350:	Leadership Communication (Prerequisite: C or better in [COM 1000 or COM 1700] and COM 2000)	3
COM 4300:	Persuasion and Social Influence	3

Digital Media and Journalism Electives (6 hours)

One course (three hours) must be selected from one of the available existing media and journalism emphases. The remaining three hours can be selected from anywhere with the School of Communication curriculum. Courses outside of the School of Communication will need prior approval by the School academic advisor to be included in the major.

- Course prerequisites must be met to enroll in upper-level courses. **A course and its prerequisite cannot be taken at the same time.**
- Grade requirement: A minimum grade of C is required in all courses to be applied toward the major. The school prohibits students from taking a class more than twice for credit.
- Baccalaureate-level writing requirement must be met by taking one of the courses marked with an asterisk.
- Students may take up to six (6) hours of COM 3050/COM 4800 provided the topics are different.
- Up to six (6) hours of COM 3980/4990 may be used as electives in the major.
- Courses outside the school may be used with written prior permission of the School of Communication faculty advisor.