



Major in Mass Communication
 School of Journalism & Broadcasting
 Potter College of Arts & Letters
 Western Kentucky University

Four-Year Academic Degree Path

The following four-year plan is an example of how to map your program in consultation with your mass communication faculty advisor. Every student will finish with a unique plan of his/her own depending on the minor area of study and electives selected.

Admission: Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted:

1. Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5.
2. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and at least a 'C' in ENG 100.
3. Completion of the following courses with at least a 'C': BCOM 185, JOUR 201 or BCOM 201, BCOM 300.

Curriculum: The major in mass communication (reference number 725) requires 36 semester hours and leads to a Bachelor of Arts degree. A minor or second major from outside the School of Journalism & Broadcasting is required. The major is comprised of 18 hours of required courses and 18 hours of restricted elective courses representing four out of five designated areas – Aesthetic, Cultural, Commerce, Government, and Media & Society. Electives are chosen in consultation with the student's faculty advisor. No course with a grade of "D" or below may be counted toward the major or used as a pre-requisite requirement. One-half of the hours in the major must be at the 300- or 400-level.

Success Markers

(pre-requisite courses in brackets)

FIRST YEAR	FALL SEMESTER		SPRING SEMESTER	
	<p><i>Join SJ&B student organization</i></p> <p><i>Visit the Math Lab for free tutoring.</i></p>	BCOM 185* <i>Intro. to Broadcasting</i>	3	BCOM 201* <i>Process & Effects of Mass Comm.</i> OR JOUR 201* <i>Media & Society</i>
Gen. Ed. ENG 100* (A-1) <i>Intro. to College Writing</i>		3	Gen. Ed. (A-3) COMM 161 or 145* <i>Speech</i>	3
Gen. Ed. MATH* (D-2) <i>(MATH 109 or 116 or higher)</i>		3	Gen. Ed. (C-1) HIST 119 or 120* <i>Western Civilization</i>	3
Gen. Ed. (C-2) PS 110 <i>American National Government</i>		3	Gen. Ed. Category B-2 <i>Humanities</i>	3
Gen. Ed. (A-2) <i>Foreign Language</i>		3	Gen. Ed. (D-1) <i>Science</i>	3
UC 175 <i>Univ. experience</i> (optional)		2	Gen Ed. (F) <i>Health and Wellness</i>	1
TOTAL CREDIT HOURS		17	TOTAL CREDIT HOURS	16

SECOND YEAR	FALL SEMESTER		SPRING SEMESTER	
<i>Volunteer work at WKYU PBS or WKYU FM</i>	BCOM 300* <i>American Pop Culture {BCOM 201 or JOUR 201}</i>	3	Elective in Major	3
	Elective in Major	3	Elective in Major	3
	Gen. Ed. (E) <i>World Cultures</i>	3	Course in Minor	3
	Gen. Ed. (D-1/L) <i>Science</i>	3	Gen. Ed. (C-2) ECON 150, 202 or 203 <i>Economics</i>	3
	Gen. Ed. (B-1) <i>Literature</i>	3	Gen. Ed. Category (F) <i>Health and Wellness</i>	1
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	13
	SUMMER TERM <i>Consider a study abroad experience this summer.</i>			
		TOTAL CREDIT HOURS		

THIRD YEAR	FALL SEMESTER		SPRING SEMESTER	
<i>File application for graduation at 90 hours. (on-line form in Topnet)</i>	BCOM 401 <i>History of Broadcasting in America</i> OR JOUR 421 <i>American Press History</i>	3	BCOM 301 <i>Mass Comm. Law & Ethics {PS 110, BCOM 201}</i> OR JOUR 301 <i>Press Law & Ethics</i> {Junior standing, JOUR 201, 202 or permission}	3
	Elective in Major	3	Elective in Major	3
	Gen. Ed. (A-1) ENG 300 <i>Writing in the Disciplines</i>	3	Gen. Ed. (B-2) <i>Humanities</i>	3
	Course in Minor	3	Course in Minor	3
	Course in Minor	3	General Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
	SUMMER TERM			
		TOTAL CREDIT HOURS		

FOURTH YEAR	FALL SEMESTER		SPRING SEMESTER	
<i>Visit Center for Career & Professional Development for resume consultation, practice interviews, begin job search</i>	Elective in Major	3	JOUR 422 <i>Current Issues in Mass Communication</i> (capstone) (spring only)	3
	Course in Minor	3	Course in Minor	3
	Course in Minor	3	Course in Minor	3
	General Elective	3	General Elective	3
			General Elective	2
	TOTAL CREDIT HOURS	12	TOTAL CREDIT HOURS	14
Total Credit Hours: 120				

* Denotes prerequisite courses before admission

PLEASE NOTE: Prerequisites, Course Numbers, and Course Titles are subject to change.

*Consult your advisor each semester.
Course Descriptions may be viewed at <http://www.wku.edu/catalog>*

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Department:	School of Journalism & Broadcasting
Phone:	270 745-4144
Website:	www.wku.edu/journalism