JOURNALISM & COMMUNICATION FOR ONLINE MEDIA, B.S.

Major Code: 2017

SUNY Morrisville has a long history of excellence in journalism education. The field of public communication comprises journalism, marketing, advertising, corporate and public relations, publishing, broadcasting, photography, and related disciplines. Online communication relies heavily on a strong background in writing—for print and broadcast—adapted to meet the demands of today's communication technologies. It requires knowledge of elements of broadcasting and photojournalism, including audio and video editing.

This program endows students with a strong background in journalism, including advanced writing and reporting techniques. At the same time, it prepares them to work in digital video, audio, and still-photography production. It provides specialized technical instruction in the application of mass communication and journalism concepts to the World Wide Web. Graduates will be prepared to enter either Web or print communication and journalism. They will be well-prepared to provide content for print or online publications and to design and produce those publications.

Graduates of this program are fully prepared to work both in the world of journalism and beyond. News agencies—especially newspapers—have a continuing need for Web content providers who can write news content. Marketing and advertising firms also rely on writers who can create Web sites and update them on a regular basis while supplying the content as well. Large corporations maintain sophisticated intranet sites as part of their internal communications programs, relying increasingly on content providers who can transfer their writing to the Web quickly and maintain daily and weekly updates. Students may work in any of these areas or for magazines, television and other media.

Student Learning Outcomes

Upon successful completion of this program, students will be able to:

- Be familiar with, and prepared to work in, fields related to journalism and public communication in Web-based media
- Be able to gather information from diverse sources and summarize that information in straight-news or feature-news formats, or in formats related to public relations or marketing, in Web-based media
- Be able to read, write, understand, analyze, and discuss complex issues and topics and to contribute to small- and large-group activities and initiatives in a diverse workplace
- Understand the relationship between print and online journalism and broadcasting, desktop publishing, and photojournalism
- Demonstrate an understanding of the laws and ethics pertaining to various public communication professions

Curriculum Requirements

A minimum of 122 credits is required for degree completion.

Code	Title	Credits
JOUR 101	Intro to Mass Communication	3
JOUR 111	News Writing & Reporting	3
JOUR 112	News Writing II	3
JOUR 121	Principls of Press Photography	3
JOUR 185	Production Lab I	1
JOUR 186	Production Lab II	1
JOUR 214	Specialized Writing	3
JOUR 220	Mass Media and Society	3
JOUR 285	Production Laboratory III	1
JOUR 286	Production Laboratory IV	1
JOUR 315	Online Writing & Production	3
JOUR 401	Legal Ethical Issues Mass Comm	3
JOUR 409	Pre-Internship Seminar	1
JOUR 410	Internship in JCOM	12
JOUR 411	Capstone Course in JCOM	3
CITA 101	Principles Computer Apps	3
PHIL 311	Professional Ethics	3
COMP 310	Advance Tech Communication	3
COMM 300	Visual Communication	3
JOUR 270	Desktop Publishing	3
or JOUR 272	Public Relations Publicity Mgt	
Select two of the following:		6
PSYC 304	Industrial/Org Psychology	
PSYC 384	Group Behavior	
PSYC 386	Social Psychology	
COMM 105	Research & Communication	3
COMP 102	Writing About Literature	3
SOCI 101	Intro to Sociology	3
PSYC 101	Introduction to Psychology	3
MATH - SUNY General Education Mathematics (and Quantitative Reasoning)		3
SUNY General Education Natural Sciences (and Scientific Reasoning)		3
SUNY General Education Diversity, Equity, Inclusion and Social Justice		3
Additional SUNY General Education Courses		15
Upper Level Electives (300-499)		9
Liberal Arts & Science Credits as Advised		12
Total Credits		**122**

Suggested Course Sequence

Course	Title	Credits
Year 1		
Fall		
COMM 105	Research & Communication	3
JOUR 111	News Writing & Reporting	3
JOUR 185	Production Lab I	1
SOCI 101	Intro to Sociology	3
MATH 102	Intermediate Algebra w Trig	3
PSYC 101	Introduction to Psychology	3
	Credits	**16**
Spring		
COMP 102	Writing About Literature	3
JOUR 112	News Writing II	3
JOUR 186	Production Lab II	1
CITA 101	Principles Computer Apps	3
Select one of the following:		3
PSYC 304	Industrial/Org Psychology	
PSYC 384	Group Behavior	

PSYC 386	Social Psychology	
ART 110	Introduction to Visual Arts	3
	Credits	**16**
Year 2		
Fall		
JOUR 101	Intro to Mass Communication	3
JOUR 214	Specialized Writing	3
JOUR 285	Production Laboratory III	1
COMM 300	Visual Communication	3
COMP 310	Advance Tech Communication	3
SUNY General Education Diversity, Equity, Inclusion and Social Justice as Advised		3
	Credits	**16**
Spring		
SUNY General Education courses in US History & Civic Engagement or World History & Global Awareness as Advised		3
JOUR 121	Principls of Press Photography	3
JOUR 220	Mass Media and Society	3
JOUR 286	Production Laboratory IV	1
SUNY General Education World Language as Advised		3
General Education as Advised		3
	Credits	**16**
Year 3		
Fall		
SUNY General Education courses in US History & Civic Engagement or World History & Global Awareness as Advised		3
JOUR 315	Online Writing & Production	3
JOUR 270 or JOUR 272	Desktop Publishing or Public Relations Publicity Mgt	3
SUNY General Education Electives as Advised		6
	Credits	**15**
Spring		
JOUR 401	Legal Ethical Issues Mass Comm	3
JOUR 409	Pre-Internship Seminar	1
JOUR 411	Capstone Course in JCOM	3
SUNY General Education Natural Sciences (and Scientific Reasoning) as Advised		3
Liberal Art Electives as Advised		6
	Credits	**16**
Year 4		
Fall		
PHIL 311	Professional Ethics	3
Select one of the following:		3
PSYC 304	Industrial/Org Psychology	
PSYC 384	Group Behavior	
PSYC 386	Social Psychology	
Upper Division Liberal Arts Electives		9
	Credits	**15**
Spring		
JOUR 410	Internship in JCOM	12
	Credits	**12**
	Total Credits	**122**