



Undergraduate

Graduate

Professional Development

Research

News & Events

About SC&I

Directory

Journalism and Media Studies Major

Program News

Program Information

Degree Requirements

Track Requirements

FAQs

Scholarships and Awards

Internship Program

Honors Program

Student Organizations

Courses

Selected Student Profiles

JMS Forms Repository

Contact Us

Degree Requirements

Admission to the Major

To become a Journalism and Media Studies major, you must first be admitted to the School of Communication and Information (SC&I). In order to apply to the major you must:

1. Have completed Expository Writing or an equivalent course or placement with a grade of C or better,
2. Have completed at least 15 credits at Rutgers, or at least 15 transfer credits to Rutgers, with at least a 2.0 Grade Point Average, and
3. Have completed with a grade of C or better, **04:189:102 - Introduction to Media**.

If you do not earn a grade of C or better, you are allowed to re-take 189:102 one time.

SC&I accepts applications to majors in the fall, spring, and summer terms.

Details about deadlines and application forms are available on this website; use the link to the right or go directly to <http://comminfo.rutgers.edu/ugadm>.

Program Requirements

Journalism and Media Studies majors are required to take a minimum of 33 credits within the department. In addition, SC&I has an interdisciplinary requirement of 3 credits for all of the school's majors. All SC&I and Journalism and Media Studies credits must be completed with a grade of C or better to count towards graduation.

A second major is viewed as highly advantageous for students preparing for a career in the mass media. We strongly encourage you to pursue a double major, or at least a minor. Students are not allowed to double major in either Communication or Information Technology and Informatics, the two other SC&I undergraduate majors. JMS majors are allowed to minor in the SC&I minor, Digital Communication, Information, and Media.

The major demands that students carefully formulate their program of coursework. Students should consult an adviser for guidance at least once a year.

ATTENTION TRANSFER STUDENTS: No more than six (6) transfer credits (2 courses) will be accepted toward the major; maximum one course each from the skills and conceptual areas.

Neither 04:189:102 Introduction to Media nor the Interdisciplinary Requirement count as credit towards the major.

SC&I INTERDISCIPLINARY REQUIREMENT

JMS majors must complete either **04:189:101 Introduction to Communication** or **04:189:103 Information Technology and Informatics** to fulfill the 3 credit interdisciplinary requirement of the school. The course must be taken before the senior year. These credits do not count towards the major, but are a requirement of the school for all majors. You must earn a C or better to meet the requirement.

CORE REQUIREMENTS OF THE MAJOR

The Rutgers University Department of Journalism and Media Studies is happy to introduce a new, updated curriculum. The following requirements apply to those majors who join the program in Summer 2015 and after.

As part of the new curriculum, over time, the department will be introducing new and exciting courses. Fall 2015 will see the debut of offerings in Fashion Journalism, Travel Journalism, and Media and Movements. These courses join recent additions Video Storytelling, Promotional Media, Media, Science, and Public Engagement, and the 3 Credit Internship. (Please make sure to look under the Topics in Journalism and Contemporary Issues in Media Studies titles in the University Schedule of Classes for some of these.)

The new curriculum will also give students the opportunity to select a focus in at least one of three tracks:

Journalism and Emerging Media enables students who want to become journalists to gain knowledge in this area. Built upon the foundation of traditional media (broadcasting and print), this track also offers majors the opportunity to concentrate their studies in newer journalistic pursuits (online, social media, citizen journalism).

Media and Society enables students to study the impacts and effects of media, politics, social change, diversity and other concentrations on the state, country, and world. This

track enables students interested in Media Studies to more intensely focus their efforts in this area.

Creative Media Practice enables students who are less explicitly focused on journalism to learn different forms of media production, practice, and industry analysis. The pathway prepares students for careers emphasizing creative, managerial, and entrepreneurial media opportunities, including social media, entertainment media, and strategic communications. It will enable those students who wish to learn how to work with newer technologies and apply those skills in the ever-changing media environment to do so. This track also presents the opportunity to analyze the role production plays in the development of media.

1. All majors are required to take two core courses:

04:567:200 Writing for Media (3 credits)

04:567:480 Media Ethics (3 credits)

2. All majors must take the following selections in their track:

One (1) Foundation Course from their selected track (3 credits)

Two (2) Courses in Expression, Analysis, and Innovation (6 credits)

Two (2) Courses Analysis, Ethics, Power, and Systems, with at least one at the 400 level (6 credits)

The list of courses for each track can be found [on our website](#).

3. All majors must also take:

Electives (12 credits)

The complete list of JMS courses can be [found here](#). Students can take any course in the major as an elective, including foundation courses from another track.

4. The Department of Journalism and Media Studies is committed to addressing issues around *Diversity, Difference, and Social Justice*. To accomplish this, **students MUST take at least one of the following courses** to complete the major:

04:567:274 – Consumer Media Culture

04:567:333 - Media and Popular Culture

04:567:334 – Gender, Race, and Class in the Media

04:567:351 - Digital Media and Society

04:567:365 - Mediating the Middle East

04:567:380 - Media and Social Change

04:567:420 - Global News

04:567:475 - International Media

Any of these courses will satisfy a track requirement if it is listed under either Expression, Analysis, and Innovation or Analysis, Ethics, Power, and Systems. Please check your track or speak to an adviser to verify.

To graduate with the Journalism and Media Studies major, all students must therefore **complete 33 credits in the major plus 3 credits of the Interdisciplinary** requirement.

Students must earn a grade of C or better in all SC&I courses in order for those courses to count towards requirements.

School of Communication and Information

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TRANSFERRING CREDITS

Students wishing to transfer credits into the Department of Communication from other colleges or universities should follow these procedures. Paying close attention to these details will make the process easier. You must bring all of these materials in order to have your transfer credit request considered. No more than 9 transfer credits (or 3 courses) will be accepted toward the Communication major.

1. Gather the following:
 - a) Your transcript from the college/university whose course you wish to transfer (this may be an unofficial transcript), which indicates you earned a C or better in the course.
 - b) The syllabus of the course from your other college or university.
 - c) Any paperwork that your degree-granting school (i.e. SAS, SEBS) may want the Communication Department to fill out for transfer credits.
2. Bring all these documents to SC&I Room 214 (Undergraduate Student Services).
3. If you are transferring a course from a New Jersey community college, you may use the New Jersey Transfer system at njtransfer.org to determine if the course will transfer into Rutgers. Otherwise, the Department of Communication will evaluate the course, based on the course syllabus or description, and determine which Communication course at Rutgers is equivalent, if any.
4. You will be responsible for returning the completed paperwork to the appropriate office to ensure your transfer credits are indicated on your Rutgers transcript. We encourage you to check your transcript later in the semester to verify these credits were transferred. The Office of Student Services does not actually change codes on the transcript. We only authorize the transfer of credits, but your primary school has the final determination upon reviewing your returned paperwork.
5. For Study Abroad, students are responsible for obtaining an approval from the School of Arts and Sciences and/or the School of Environmental and Biological Sciences, **PRIOR TO** registering for Study Abroad courses. Prior approval is also required from SC&I. Immediately after returning from a Study Abroad Program, students are responsible for submitting a copy of their transcript for the courses taken abroad. The department will then authorize credit transfer, based on successful completion of the course.

APPLYING TO THE MAJOR IN COMMUNICATION

Preconditions for Submitting an Application to the Communication Major

To apply for admission to the Communication major, you must:

- 1) Have completed Expository Writing or a University-approved equivalent course with a grade of C or better,
- 2) Have completed at least 15 credits at Rutgers, or at least 15 transfer credits to Rutgers, with at least a 2.0 Grade Point Average; and
- 3) Have completed with a grade of C or better, the prerequisite survey course for the Communication major, which is **04:189:101 – Introduction to Communication and Information Processes**.

No grade below C will be accepted toward courses in the major, effective Fall 2007. Major courses in which a grade below C is earned should be retaken, with the exception of elective courses. An approved alternate course may be taken.

Submitting an Application to the Major

SC&I will accept applications to the Communication major during the fall, spring, and summer semesters. Application submission deadlines are published on the SC&I website, and allow for decisions to be announced in time for students to pre-register for the following semester. The SC&I website is located at <http://comminfo.rutgers.edu> and includes details about our majors, our courses, and our school.

Degree Requirements for the Communication Major

Interdisciplinary Requirement (3 credits)

One (1) of the following courses must be taken as soon as possible after admittance to the Communication major, and prior to senior year:

	<u>Courses</u>	<u>Credits</u>	<u>Prerequisites</u>
04:189:102	Introduction to Media	3	<i>None.</i>
or 04:189:103	Information Technology & Informatics	3	<i>Not open to seniors.</i>

Core Requirements (12 credits)

You must complete 12 credits of core courses in the Communication major.

	<u>Courses</u>	<u>Credits</u>	<u>Prerequisites</u>
04:192:200	Communication Theory	3	<i>04:189:101</i>
04:192:201	Communication in Relationships	3	<i>04:189:101</i>
04:192:300	Communication Research	3	<i>04:189:101</i>
<i>Choose one of the following:</i>			
04:192:354	Mediated Communication		
or 04:192:355	Interpersonal Communication	3	<i>04:192:200;</i>
or 04:192:357	Organizational Communication (<i>effective Fall 2015</i>)		<i>Comm Major</i>
or 04:192:359	Persuasive Communication		

Elective Requirements (15 credits)

Each student must complete 15 credits (five 3-credit courses) of Communication electives at the 04:192:300 or 400 level, including at least 6 credits (two 3-credit courses) at the 400 level. Credits earned in 04:192:370 (Internship in Communication II), 425, 491, 492 (Independent Study) and 495 (Applied Study) count towards the general credit requirements for graduation but may **not** be used to fulfill elective coursework requirements for the major.

SPECIALIZATIONS IN THE COMMUNICATION MAJOR

STRATEGIC PUBLIC COMMUNICATION AND PUBLIC RELATIONS SPECIALIZATION

As a Communication major, the practical and theoretical courses you select prepare you for a career in almost any industry. The Communication department offers an 18-credit specialization of three theory-based and three practice-based courses in Strategic Public Communication and Public Relations, which can help you focus your experience to better establish yourself as a strategic communicator who will be able to slide into any position when you graduate — whether it is:

- Part of the C-suite at a large corporation
- A U.S. senator's communications team
- An account executive at a PR agency
- A communications advocate for a grassroots organization
- Part of a crisis communication team for a federal agency
- A health campaign specialist at a community health provider

Theory Courses (*Choose 3*):

- 04:192:357 – Organizational Communication
- 04:192:366 – Organizational Reputation and Representation
- 04:192:359 – Persuasive Communication
- 04:192:408 – Health Message and Campaign Design
- 04:192:410 – Media, Marketing and Communication
- 04:192:411 – Crisis Communication and Public Information

Practice/Tools Courses (*Choose 3*):

- 04:192:365 – Principles of Public Relations
- 04:192:313 – Message Design for PR
- 04:192:409 – Public Relations Management
- 04:192:466 – Audience and Market Analysis
- 04:192:315 – Writing and Communication
- 04:192:350 – Visual Communication
- 04:192:381 – Argumentation
- 04:192:422 – Communication and Facilitation

Each course within the specialization must be passed with a grade of C or better. Completion of the Strategic Public Communication and Public Relations Specialization will be noted on your official Rutgers University transcript upon graduation as a Communication major.

HEALTH AND WELLNESS COMMUNICATION SPECIALIZATION

The Department of Communication's specialization in Health and Wellness Communication is ideal for students who are interested in careers in health communication in a variety of contexts, including those who create and conduct community health campaigns, work in policy-making, positions related to health, conduct health intervention research, or consult with public or private health providers about communication with patients and other stakeholders. The specialization also provides a solid foundation of theoretical knowledge and practical skills for students who plan to pursue advanced degrees (MA or PhD) in fields such as communication, health education, sociology, and nutrition science among others.

The specialization consists of 18 credits from the approved list below:

Choose at least three from this list:

- 04:192:359 – Persuasive Communication
- 04:192:407 – Health Communication
- 04:192:408 – Health Message and Campaign Design
- 04:192:446 – Communication and Social Change
- 04:192:xxx – Health Literacy (currently offered as a Topics course)
- 04:192:xxx – Patient-Provider Communication (currently offered as a Topics course)

Choose at least three from this list:

- 04:192:303 – Social Media
- 04:192:346 – Intercultural Communication
- 04:192:404 – Communication and Relationship Challenges
- 04:192:410 – Media, Marketing, and Communication
- 04:192:478 – Family Communication
- 04:192:xxx – Sexual Communication

Each course within the specialization must be passed with a grade of C or better. Completion of the Health and Wellness Communication Specialization will be noted on your official Rutgers University transcript upon graduation as a Communication major.

ORGANIZATIONAL AND COMMUNITY LEADERSHIP SPECIALIZATION

The Department of Communication's specialization in Community and Organizational Leadership includes courses that expose students to theory, research, and practical skills which help them understand the important contexts and contingencies related to strategic execution of leadership. The specialization enhances students' preparation for leadership careers in organizations, public agencies, community and civic organizations.

The specialization is 18 credits. In order to earn the specialization, students must take two required courses and four courses from the theory and or practice/tools options, as listed below:

Required Courses (must complete both)

- 04:192:390 – Approaches to Leadership
- 04:192:458 – Leadership in Groups and Organizations

Pick four (4) from the following lists:

Theory Courses

- 04:192:346 – Intercultural Communication
- 04:192:347 – Information Systems and Communication
- 04:192:356 – Group Communication
- 04:192:357 – Organizational Communication
- 04:192:403 – Conflict Negotiation and Resolution
- 04:192:405 – Communication and Gender
- 04:192:432 – Mediated Communication and Society
- 04:192:446 – Communication and Social Change
- 04:192:xxx – Organizational Change (offered as a Topics course)
- 04:192:xxx – Organizational Integration (offered as a Topics course)

Practice/Tools Courses

- 04:192:359 – Persuasive Communication
- 04:192:366 – Organizational Reputation and Representation
- 04:192:381 – Argumentation
- 04:192:411 – Crisis Communication and Public Information
- 04:192:422 – Communication and Facilitation
- 04:192:xxx – Community Communication
- 04:192:xxx – Political Communication (offered as a Topics course)

Each course within the specialization must be passed with a grade of C or better. Completion of the Organizational and Community Leadership Specialization will be noted on your official Rutgers University transcript upon graduation as a Communication major.

TRANSFERRING CREDITS

Students wishing to transfer credits into the Journalism and Media Studies Department from other colleges or universities should follow these procedures. Paying close attention to these details will make the process easier. **You must bring all of these materials in order to have your transfer credit request considered.**

1. Gather the following:
 - a) Your transcript from the college/university whose course you wish to transfer (this may be an unofficial transcript), which indicates you earned a C or better in the course.
 - b) The syllabus of the course from your other college or university, as well as a catalog course description of the course to be transferred.
 - c) Any paperwork that your degree-granting school (i.e. SAS, SEBS) may want the Journalism and Media Studies Department to fill out for transfer credits.
2. Bring all these documents to SC&I Room 214 (Undergraduate Student Services).
3. See one of the Undergraduate Student Services Advisors (Room 214).
4. If you are transferring a course from a New Jersey community college, you may use the New Jersey Transfer system at njtransfer.org to determine if the course will transfer into Rutgers. Otherwise, the JMS Department will evaluate the course, based on the course syllabus or description, and determine which JMS course at Rutgers is equivalent, if any. **No more than six (6) transfer credits (2 courses) will be accepted toward the major.**
5. You will be responsible for returning the completed paperwork to the appropriate office to ensure your transfer credits are indicated on your Rutgers transcript. We encourage you to check your transcript later in the semester to verify these credits were transferred. The Department of Undergraduate Student Services does not actually change codes on the transcript. We only authorize the transfer of credits.
6. For Study Abroad, students are responsible for obtaining an approval from the School of Arts and Sciences and/or the School of Environmental and Biological Sciences, **PRIOR TO** registering for Study Abroad courses. Prior approval is also required from SC&I. Immediately after returning from a Study Abroad Program, students are responsible for submitting a copy of their transcript for the courses taken abroad. The department will then authorize credit transfer, based on successful completion of the course.

APPLYING TO THE JOURNALISM AND MEDIA STUDIES MAJOR

Preconditions for Submitting an Application to the Journalism and Media Studies Major

To apply for admission to the JMS major, you must:

- 1) Have completed Expository Writing or an equivalent course with a grade of C or better,
- 2) Have completed at least 15 credits at Rutgers, or at least 15 transfer credits to Rutgers, with at least a 2.0 Grade Point Average; and
- 3) Have completed with a grade of C or better, the prerequisite survey course for the JMS major, which is **04:189:102 – Introduction to Media**. The survey course does not count toward the 33 credits of the major.

**No grade below C will be accepted toward required courses. Major courses in which a grade below C is earned should be retaken, with the exception of elective courses.
An approved alternate course may be taken.**

Submitting an Application

SC&I will accept applications to the JMS major during the fall, spring, and summer semesters. Application submission deadlines are published on the SC&I website, and allow for decisions to be announced in time for students to pre-register for the following semester. The SC&I website, <http://comminfo.rutgers.edu>, includes details about our majors and courses, and our school.

Degree Requirements for the Journalism and Media Studies Major

Interdisciplinary Courses

One (1) of the following courses must be taken as soon as possible after admittance to the JMS major, and prior to the senior year. SC&I requirement, but credits are not part of the 33 credits for the major.

	Credits	Prerequisites
04:189:101 Introduction to Communication & Information Processes or 04:189:103 Information Technology & Informatics		None. Not open to seniors.

Core Courses

Students must complete both of the following courses.

04:567:200 Writing for Media	3	None.
04:567:480 Media Ethics and Law	3	JMS major

Foundational Course

Students must select a pathway from which to complete 1 Foundational course.

Journalism & Emerging Media	04:567:205 Digital News Writing and Reporting or 04:567:310 Broadcast News Writing and Reporting or 04:567:320 Editing and Design	3	Specific to each course
Media & Society	04:567:334 Gender, Race, and Class in the Media or 04:567:351 Digital Media and Society or 04:567:411 Media Criticism		
Creative Media Practice	04:567:210 Media Management and Strategy or 04:567:330 Exploring New Media or 04:567:XXX Digital Media Production (coming SP 2016)		

Expression, Analysis and Innovation Courses

Each student must complete 6 credits in this area. Courses for each pathway are listed on the JMS website, and page 10 of this handbook.

Analysis, Ethics, Power, and Systems Courses	Each student must complete 6 credits in this area. Courses for each pathway are listed on the JMS website, and page 10 of this handbook.	6	Specific to each course
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Elective Courses

Each student must complete 12 credits, not otherwise used in completing the JMS major. Credits earned in 04:567:394 - Internship in Journalism and Media Studies count towards the major. A full list of courses begins on page 11 of this handbook.

Diversity and Social Justice	Students must take 1 of these 8 courses at Rutgers. It does not have to be separate from Foundational, Required Sets, or Electives, but the course cannot be transferred in. 04:567:274 – Consumer Media Culture 04:567:333 – Media and Popular Culture 04:567:334 – Gender, Race, and Class in the Media 04:567:351 – Digital Media and Society 04:567:365 – Mediating the Middle East 04:567:380 – Media and Social Change 04:567:420 – Global News 04:567:475 – International Media		Specific to each course
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JMS MAJOR GRADE POINT AVERAGE (GPA)

The student audit system, also referred to as Degree Navigator (DN) at <http://nbdn.rutgers.edu> is now available to students. DN provides students with their overall GPA and their major GPA. All students who wish to complete a Journalism and Media Studies major, must do so with a minimum of 2.0 in the major, and with no courses counting toward the major at less than a grade of C.

SCHOLASTIC HONORS IN SC&I

To receive Scholastic Honors designation for graduation, graduating students must:

- have achieved a 3.65 GPA or above in the Journalism and Media Studies major AND
- have achieved at least a 3.25 GPA overall in their undergraduate studies.

These honors are not dependent upon participation in any Honors Program.

AREAS OF SPECIALIZATION

The Department of Journalism and Media Studies offers specialized study in a number of areas. On occasion, Special Topics courses are offered that may also be appropriate. In addition to the core requirements, suggested courses for each area are listed below:

SPORTS JOURNALISM SPECIALIZATION

The Sports Journalism specialization program offers students the opportunity to earn recognition for a specialization in this growing field. Students must be declared Journalism and Media Studies majors and complete all JMS requirements to earn a certificate. Except for 04:189:102 - Introduction to Media, courses taken toward the Sports Journalism Specialization program may also count toward the 33-credit major.

All students are required to take:

- 04:567:200 Writing for Media
- 04:567:480 Media Ethics
- 1 Foundation Course in Journalism and Emerging Media or Creative Media Practice

Students must take nine (9) credits from these courses:

- 04:567:430 Sports Writing
- 04:567:431 Sports Broadcasting and Reporting (Beginning Fall 2016)
- 04:567:432 Multimedia Sports Reporting
- 04:567:434 Critical Issues in Sports Media
- 04:567:488 Independent Study in Media Studies
- 04:567:489 Independent Study in Journalism

Note: Research in Sports Journalism may also be done as an Independent Study.
Not all courses will be offered every semester

Other Specializations (pending)

Promotional Media

04:567:274 Consumer Media Culture
04:567:276 Musical Cultures and Industries
04:567:327 Public Information and Public Relations
04:567:333 Media and Popular Culture
04:567:345 Media Publishing and Design
04:567:347 Information Design for the Web
04:567:450 Promotional Media
04:567:210 Media Management and Strategy

Political Journalism

04:567:278 News Media and Government in America
04:567:379 Media and Politics
04:567:459 Media, Democracy and the Public
04:567:460 News, Entertainment and Politics
04:567:475 International Media

Digital and Social Media

04:567:205 Digital News Writing and Reporting
04:567:275 Social Media and Participatory Culture
04:567:330 Exploring New Media
04:567:331 Digital Media Lab
04:567:347 Information Design for Web Journalists
04:567:351 Digital Media and Society
04:567:432 Multimedia Sports Reporting

Global Journalism

04:567:334 Gender, Race and Class in the Media
04:567:350 Development of Mass Media
04:567:365 Mediating the Middle East
04:567:420 Global News
04:567:475 International Media

EDUCATIONAL OPPORTUNITIES BEYOND THE CLASSROOM

The department will not allow a student to take more than a total of nine independent study, practicum, and internship credits.

INTERNSHIP IN JOURNALISM AND MEDIA STUDIES

04:567:393 – Internship in Journalism and Media Studies – 3 credits

04:567:394 – Internship in Journalism and Media Studies – 6 credits

A professional internship is not required, but is **strongly recommended** for students considering a career in the journalism and media studies area. Internship Advisor, Professor Steve Miller, holds a meeting every semester for students interested in doing an internship the following semester. The course is limited to declared majors.

Students accepted to the major prior to Summer 2015, must complete the following to qualify for either:

- you must be a JMS major who has completed a minimum of 75 overall credits and five journalism (567) courses;
- at least three of your JMS courses must be in the skills area;
- you must have an overall GPA of 2.5 or better, and a 2.75 GPA or better in the major

Students accepted to the major beginning with the Summer 2015 cohort must complete the following to qualify for either:

- you must be a JMS major who has completed a minimum of 75 overall credits and five journalism (567) courses;
- you must complete 04:567:200 Writing For Media
- you must complete at least one foundation course
- you must have an overall GPA of 2.5 or better, and a 2.75 GPA or better in the major