

Journalism and Emerging Media, B.S.

Program Description

Whether you are navigating the media-rich culture as a critical thinker, learning to write and produce news and feature stories as a journalist or are gaining hands-on experience in digital video and audio as a social media expert, Kennesaw State's Journalism and Emerging Media degree offers endless possibilities.

Learn the latest industry trends from faculty members who are award-winning professionals, including reporters, editors and international correspondents at the Associated Press, the Atlanta Journal-Constitution, CNN, NPR, commercial radio stations and various newspapers.

The Journalism and Emerging Media major offers a professionally-focused, marketplace-relevant, and theoretically-rigorous program. It includes courses in news writing, media law, digital media production, sports reporting, investigative reporting, and community-based capstone experience. It encourages students to enroll in a for-credit internship.



This program is a part of the Norman J. Radow College of Humanities and Social Sciences.

Admission, Enrollment, and Graduation Policies

Admission Requirements

Admission to the Journalism and Emerging Media program is separate from Admissions to Kennesaw State University. Students must meet the admission requirements to pursue this degree program, outlined below.

- All communication and media majors must earn a grade of 'C' or better in all communication and media courses counted toward their degree and pass the Communication Entrance Exam with a score of 78% or higher. Students who fail to pass the grammar test in three attempts must pursue majors in other departments.
- Meet the School of Communication & Media (SOCM) Sophomore GPA requirement. This Sophomore GPA requirement consists of combined adjusted 2.75 GPA in the following five courses:
 - COMM 2020: CSI: Communication Sources and Investigations
 - COMM 2033: Visual Communication
 - COMM 1110: Public Speaking
 - COMM 2135: Writing for Public Communication

- COMM 2240: Communication Law, Ethics and Diversity
- Achieve a satisfactory score of 78% or higher on the SOCM Entrance Exams. Students may take the test no more than three times. ***This Entrance Exam requirement will be waived for students in this catalog year.***

Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies section 5.0 PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Core IMPACTS Curriculum (42 Credit Hours)

General Education Core IMPACTS Curriculum

Statistics Pathway

This program recommends the Statistics Pathway with students taking the following courses in the General Education Core IMPACTS: STAT 1401 in Mathematics & Quantitative Skills, and DATA 1501 in Applied Math.

Core Field of Study (18 Credit Hours)

Students must earn a grade of "C" or better in these courses.

- COMM 2020: CSI: Communication Sources and Investigations
- COMM 1110: Public Speaking
- COMM 2033: Visual Communication
- COMM 2135: Writing for Public Communication
- COMM 2230: Introduction to Mass Communication
- COMM 2240: Communication Law, Ethics and Diversity

Major Requirements (24 Credit Hours)

Students must earn a grade of "C" or better in these courses.

Required Courses (21 Credit Hours)

- COMM 3340: Digital Media Production
- JOUR 3330: News Reporting and Writing
- JOUR 3700: Fundamentals of Online Journalism
- JOUR 3900: Journalism History
- JOUR 4100: Data Journalism

- JOUR 4470: Media Law
- JOUR 4488: Multi-Media Visions of Community (Capstone)

Advanced Journalism Professional Practice (3 Credit Hours)

Select 3 credit hours from the following list of courses:

- JOUR 3395: Journalism Study Tour
- COMM 3398: Internship in Communication
- PR 4605: Magazine Media

Major Electives (12 Credit Hours)

Students must earn a grade of "C" or better in these courses.

Upper-Division Major Electives (9 Credit Hours)

Select 9 credit hours from the following list of courses:

- MENT 3300: Entertainment Podcasting
- JOUR 3360: Photojournalism
- JOUR 3820: Video for the Web
- JOUR 4300: Topics in Journalism
- JOUR 4410: Investigative Reporting
- JOUR 4412: Sports Reporting
- JOUR 4420: Advanced Media Writing
- JOUR 4445: Advanced Digital Audio Production
- JOUR 4450: Video News Production

Related Studies (3 Credit Hours)

Select 3 credit hours of 3000–4000 level coursework not already used as a requirement in the major from the following prefixes: COMM, JOUR, MENT, PR, ORGC.

A recommended list of courses is provided below:

- COMM 3315: Interviewing
- COMM 3320: Health Communication
- COMM 3350: Editing for Today's Media
- COMM 3398: Internship in Communication
- COMM 4400: Directed Study
- COMM 4490: Special Topics in Communication
- JOUR 3310: Concepts in New Media

- JOUR 3360: Photojournalism
- JOUR 3820: Video for the Web
- JOUR 4300: Topics in Journalism
- JOUR 4410: Investigative Reporting
- JOUR 4412: Sports Reporting
- JOUR 4420: Advanced Media Writing
- JOUR 4430: Advanced Investigative Reporting I
- JOUR 4435: Advanced Investigative Reporting II
- JOUR 4445: Advanced Digital Audio Production
- JOUR 4450: Video News Production
- PR 3335: Public Relations Principles
- PR 3355: Public Relations Cases
- PR 3375: Public Relations Writing
- PR 3429: Persuasion Methods and Strategies
- PR 4405: Digital Publication Design
- PR 4605: Magazine Media
- PR 4210: Social Media for Strategic Communication
- MENT 3100: Fundamentals of Media & Entertainment
- MENT 3300: Entertainment Podcasting
- MENT 3326: International Media
- MENT 4425: Gender, Race and Media
- MENT 4430: Media Management
- MENT 4436: Topics in Entertainment
- MENT 4444: Film and Video Structure and Process
- MENT 4464: Documentary Filmmaking
- MENT 4424: Uses and Effects of Mass Media
- ORGC 3345: Team Communication
- ORGC 3459: Communication and Conflict
- ORGC 4470: Topics in Organizational & Professional Communication

University Electives (24 Credit Hours)

In accordance with KSU Graduation Policy, students must earn a grade of "D" or better in these courses while maintaining a minimum 2.00 cumulative GPA.

Upper-Division Electives (12 Credit Hours)

Select 12 credit hours of 3000–4000 level coursework from the University Catalog outside of the School of Communication & Media (SOCM). These hours do not have to be taken in a single discipline but should relate to a particular interest or career goal. Students should

determine needed prerequisites. Completion of a Formal Minor or Certificate Program is encouraged.

Free Electives (12 Credit Hours)

Select 12 credit hours of 1000-4000 level coursework from the University Catalog.

Program Total (120 Credit Hours)