BACHELOR OF JOURNALISM DEGREE REQUIREMENTS

Area Of Emphasis – Digital Technology Journalism
Want to be on the cutting edge of digital technology in a print, broadcast or online newsroom? Want to design media websites, develop apps or create news stories for the Web? Students interested in Digital Technology Journalism will learn journalism fundamentals, how to report the news and how to produce multimedia packages using video, audio and still photography. Through non-journalism electives, students can gain expertise in HTML, Java, Visual Basic, interactive Web application development, information systems, executing business plans, new venture creation, domestic and international marketing and management and growth strategies for emerging companies.

DEPARTMENT CORE: Required of all CMJN majors (3 hours)
CMJN 2100 Principles of Communication & Journalism (3)

REQUIRED COURSES: Must take all of the courses listed below (28 hours)
• JRNL 1100 Newspaper Fundamentals (3) – Course change to journalism Fundamentals (pending approval)
• JRNL 2210 Newswriting (3)
• JRNL 2310 Reporting (3)
• JRNL 2910 Practicum in Journalism (1)
• JRNL 3220 Feature Writing (3) – Course change to Magazine & Feature Writing (pending approval)
• JRNL 3410 Photojournalism (3)
• JRNL 3470 Newspaper Editing & Design (3) – Course change to Editing & Design (pending approval)
• JRNL 3510 Multimedia Journalism (3)
• CMJN 4000 Mass Media Law & Regulation (3)
• JRNL 4920 Journalism Internship (3)

GROUP 2 COURSES
Select two courses (6 hours) from the following list of Communication and Journalism electives. The courses highlighted in yellow are particularly recommended for students with an interest in Digital Technology Journalism.

• JRNL 3530 Sports Reporting (3) – New course added to journalism curriculum (pending approval)
• JRNL 4320 Newspaper Management (3) – Course change to Entrepreneurial Journalism (pending approval)
• JRNL 4410 Journalism History (3)
• JRNL 4417 Honors Journalism History (3)
• JRNL 4420 Community Journalism (3)
• JRNL 4430 Sports, Media & Society (3) – Planned addition to journalism curriculum (pending approval)
• JRNL 4480 Advanced Publication Design (3)
• JRNL 4490 Literary Journalism (3)
• JRNL 4970 Special Topics in Journalism (3)
• JRNL 4930 Directed Studies (1-4)
• JRNL 4967 Honors Special Problems (1-3)
• JRNL 4997 Honors Thesis (1-3)
• COMM 2010 Message Preparation and Analysis (3)
• COMM 2400 Communication in Organizations (3)
• COMM 2410 Small Group Communication (3)
• COMM 3100 Speaking Before Audiences (3)
• COMM 3110 Persuasive Discourse (3)
• COMM 3300 Communication and Conflict (3)
• COMM 3450 Intercultural Communication (3)
• COMM 3500 Foundations of Human Communication (3)
• COMM 3600 Foundations of Rhetoric and Social Influence (3)
• COMM 3650 The Rhetoric of Sports (3)
• COMM 3700 Argumentative Discourse (3)
• COMM 3970 Special Topics in Communication (3)
• CMJN 3350 Visual Communication (3)
• PRCM 3080 International PR (3)
• PRCM 3090 PR in the Political Process (3)
• PRCM 3260 Strategic Communication in PR (3)
• PRCM 3270 PR in the Not-for-Profit Arena (3)
• PRCM 3280 Social Media and Public Relations (3)
• RTVF 2350 Intro to Film studies (3)
• RTVF 2370 Electronic Field Production (3)
• RTVF 2800 Multimedia Production (3)
• RTVF 3210 Soundtracks Music Mass Media (3)
• RTVF 3300 Foundations of Mass Communication (3)
• RTVF 3350 Writing for Radio, Television & Film (3)
• RTVF 3380 Broadcast Newswriting (3)
• RTVF 3420 Introduction to Filmmaking (3)
• RTVF 3580 Reproducing Popular Culture (3)
• RTVF 4820 Sequence Design

GROUP 3 COURSES: Must take one (3 hours) of the advanced reporting/writing courses listed below.
• JRNL 4230 Advanced Reporting (3) – offered every fall
• JRNL 4470 Advanced Feature Writing (3) – offered every spring
– Course change to Advanced Magazine and Feature Writing (pending approval)
In addition to the required journalism coursework, all journalism majors take a variety of classes that provide the opportunity for interdisciplinary learning, information literacy, informed citizenship and global awareness. Journalism majors are required to take 33 elective credit hours and 41 hours in Auburn University’s core curriculum. Please consult with the Auburn Bulletin and your academic adviser as to prerequisites and class standing requirements for these courses before registration.

**RECOMMENDED NON-JOURNALISM ELECTIVES (33 HOURS):** Journalism majors may take any electives in the AU bulletin, as long as they meet the prerequisite and class standing requirements. However, selecting electives from the list below is strongly encouraged for a student interested in the Digital Technology Journalism area of emphasis. **Note: Of the 33 required hours, at least 16 hours must be in the College of Liberal Arts, but outside of the Department of Communication and Journalism.**

- **CCEN 2000** INTRODUCTION: COMMUNITY AND CIVIC ENGAGEMENT (3)
- **CCEN 2100** WOMEN AND LEADERSHIP (3)
- **COMP 1210/1217** FUNDAMENTALS OF COMPUTING I (3)
- **COMP 2000** NETWORK PROGRAMMING WITH HTML AND JAVA (3)
- **COMP 2210** FUNDAMENTALS OF COMPUTER SCIENCE II (4)
- **COMP 2710** SOFTWARE CONSTRUCTION (3)
- **COMP 3010/3013/3014** SPREADSHEET-BASED APPLICATIONS WITH VISUAL BASIC (3)
- **COMP 3710** WIRELESS SOFTWARE ENGINEERING (3)
- **COMP 5000** WEB APPLICATION DEVELOPMENT (3)
- **COMP 5010** INTERACTIVE APPLICATIONS IN VISUAL BASIC (3)
- **COMP 5020** ADVANCED WEB APPLICATION DEVELOPMENT (3)
- **COMP 5030** OBJECT-ORIENTED TECHNOLOGIES (3)
- **ECON 4100** INDUSTRIAL ORGANIZATION (3)
- **ECON 4200** GOVERNMENT, BUSINESS AND SOCIETY (3)
- **ECON 4300** INTERNATIONAL ECONOMICS (3)
- **ENFB 4180** GROWTH STRATEGIES FOR EMERGING COMPANIES (3)
- **ENFB 4190** NEW VENTURE CREATION (3)
- **ENFB 4200** BUSINESS PLAN FOR THE NEW VENTURE (3)
- **ENFB 4210** CORPORATE VENTURING-ENTREPRENEURS IN ORGANIZATIONS (3)
- **HIST 3540** ISSUES IN TECHNOLOGY AND CULTURE (3)
- **ISMN 3040** BUSINESS TELECOM MANAGEMENT (3)
- **ISMN 3070** BUSINESS COMPUTER APPLICATIONS (3)
- **ISMN 3080** ADVANCED PROGRAMMING AND COMPUTER APPLICATIONS (3)
- **ISMN 3140** INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS (2)
- **ISMN 3830** DATABASE MANAGEMENT SYSTEMS (3)
- **ISMN 5270** CURRENT ISSUES IN IS FOR ORGS (3)
- **ISMN 5280** INFORMATION SYSTEMS ARCHITECTURE IN THE SMALL- AND MEDIUM-SIZE ENTERPRISE (3)
- **MKTG 3310** PRINCIPLES OF MARKETING (3)
- **MKTG 4500** MARKETING ON THE INTERNET (3)
- **MNGT 3100/3107** PRINCIPLES OF MANAGEMENT (3)
- **MNGT 3460** ORGANIZATIONAL BEHAVIOR (3)
- **MNGT 4100** MANAGEMENT IN GLOBAL BUSINESS ENVIRONMENT (3)
- **MNGT 4400** ORGANIZATIONAL CHANGE (3)
- **MNGT 4890** STRATEGIC ENVIRONMENTAL MANAGEMENT (3)
- **MNGT 5560** LEADERSHIP (3)
- **PHIL 1040** BUSINESS ETHICS (3)

- Students must apply for admission to the Journalism program after 30 core hours.
- Students who transfer to Auburn University’s JRN major are required to take a minimum of 21 credit hours in the AU program.

**TOTAL HOURS REQUIRED**
University core: 41 hours  
College core: 8 hours  
Department core: 3 hours  
Major Core/Required: 37 hours  
Electives: 33 hours (At least 16 hours must be in the College of Liberal Arts, but outside of the Department of Communication and Journalism)  
TOTAL: 122 hours

Please consult the Auburn Bulletin for information on the University and College of Liberal Arts Core.