



DIFFERENCE MAKERS

Become One at VCSU

Professional Communication

Journalism and Media Communication Concentration

Department of Communication Arts

MAJOR

The Professional Communication, Journalism and Media Concentration, major explores print and digitalized communication formats while developing skills in journalism, public relations, digital media, and media convergence. This major provides background for continued education in law, theology, counseling, and college administration. In addition, this program is offered both face-to-face and completely online. The wide variety of classes, combined with an internship, make these graduates highly marketable in today's job market.

PRACTICAL EXPERIENCE

During your junior or senior year, you will have the opportunity to practice your skills and gain hands-on experiences through an internship. Students have recently conducted internships with:

- television stations
- radio stations
- newspapers
- crisis centers
- marketing departments
- public relations firms
- university presidents' offices
- photographers

SKILLS YOU WILL GAIN

- Public speaking confidence
- Interviewing skills
- Ability to write for a variety of media
- Tools for effective interpersonal communication, such as listening, nonverbal communication and conflict management
- Ability to communicate people from a variety of cultures and backgrounds
- Technical abilities, such as creating podcasts, web pages, and video streaming.

QUOTE:

"As a small university, VCSU focuses greatly on helping each individual student find the right internships that are relevant to their degrees and future plans. As a professional communications major, internships have given me real-world experience in the media and have better prepared me for my future."

~Anna Weisenberger

EXAMPLES OF PROJECTS YOU MAY DO WITH THIS MAJOR

- Analysis and application of concepts to movie and television programming
- Creation of public relations materials for clients at VCSU and in the Valley City community
- Beat reporting
- Web page development
- Creation of digital media, placed in venues as YouTube.
- Service learning

INTERNSHIP

An internship can be a part of a student's academic program and can take place any semester, any place and any number of credits from 3 to 12. Reasons to intern would be to gain hands-on workplace experience to build your resume, become better prepared to enter a specific career field, to network with professionals in the career field you desire to enter, and to gain a full-time position.

TECHNOLOGY

- Notebook computers with multimedia capabilities
- Digital cameras, video cameras, and other peripherals
- Blackboard online learning environments

CAREER SERVICES PROVIDES

- Career, job search, placement services free to all students
- Field trips, employer on-campus visits
- Information, networking opportunities and skill development
- Visit www.vcsu.edu/careerservices/

CAREER OPPORTUNITIES

Newspaper Reporter, Webmaster, Public Relations Practitioner, Advertising and Marketing Specialist, Public Affairs Officer, Director of Media Relationships, Videographer, Multi-Media Writer, Photographer, Media Sales Representative, Campaign Director, Research Specialist, Columnist

EXPLORE PROFESSIONAL COMMUNICATION, MEDIA CONCENTRATION

www.aejmc.org
www.prsa.org
www.khake.com/page43.html
www.natcom.org
www.roundtable.org

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LEARNING OUTCOMES

1. Practices professional and ethical communication strategically
2. Researches, evaluates, and synthesizes information effectively
3. Engages in and appreciates diverse thoughts and ideas
4. Competently works well with others in interpersonal and group situations

ABILITIES

Communication

Strategically practices professional and ethical communication.

Problem Solving

Effectively researches, evaluates and synthesizes information.

Global Awareness

Engages in and appreciates diverse thoughts and ideas.

Collaboration

Competently works well with others in interpersonal and group situations.

For degree and graduation requirements see pages 39-40.

Department Chair

Jonna Ziniel, Ph.D.
McFarland 204
(701) 845-7431

General Education Requirements	39 Hours	Required Courses	13 Hours
Communication & Collaboration	9 Hours	COMM 212 Interpersonal Communication	3
ENGL 110 College Composition I	3	COMM 216 Intercultural Communication	3
ENGL 125 Intro to Professional Writing*	3	COMM 411 Communication Theory	3
COMM 110 Fund of Public Speaking*	3	COMM 491 Senior Portfolio	1
Technology	2 Hrs	COMM 497 Internship	3-12
CIS 170 Intro to Computer Info Systems	2	-OR- COMM 489 Strategies in Comm	3-12
CSCI 127 Intro to Programming in Java	3		
CSCI 160 Intro to Structured Program I	3	Required Concentration Courses	21 Hrs
Aesthetic Engagement	6 Hrs	COMM 200 Introduction to Media Writing	3
Literacies- (select one course)	3 Hrs	COMM 314 Public Relations	3
ENGL 220 Intro Lit; ENGL 225 Intro Film		COMM 315 Digital Communication	3
ENGL 241 World Lit I; ENGL 242 World Lit II		COMM 344 Reporting & Feature Writing	3
ENGL 261 Amer Lit I; ENGL 262 Amer Lit II		COMM 460 Media Ethics	3
HUM 201 Civil, Thought, & Lit Heritage		-OR- COMM 470 Media Law	3
SPAN 201 2nd Yr I; SPAN 202 2nd Yr II			
THEA 110 Intro Theatre; THEA 161 Acting I		Electives	9 Hrs
Art & Music- (select one course)	3 Hrs	BOTE 337 Authoring Digital Publications	3
Art 110 Introduction to Visual Arts		COMM 155 Introduction to Photography	2
HUM 202 Fine Arts & Aesthetics		COMM 255 Digital and Adobe Elements	2
MUS 100 Music Appreciation		COMM 311 Communication & Interviewing	3
MUS 101 Music Fundamentals		COMM 312 Gender Communication	3
MUS 207 History of Rock'n'Roll		COMM 330 Understanding Statistics	3
Problem Solving	11 Hrs	COMM 340 Research Methods	3
Mathematics (select one course)	3 Hrs	COMM 350 Issues in Communication	3
MATH 103 College Algebra	3	COMM 355 Advanced Photography	3
MATH 104 Finite Mathematics	3	COMM 414 Social Media Management	3
MATH 107 Precalculus	3	COMM 415 Sports Information	3
MATH 165 Calculus I	4	COMM 425 Popular Culture and Rhetoric	3
Lab Science (select two courses)	8 Hrs	COMM 460 Media Ethics	3
BIOL 111, 150, 151, 170, 220, 221	4	COMM 470 Media Law	3
CHEM 115, 116, 121, 122	4	MRKT 305 Principles of Marketing	3
GEOL 100, 106	4	MRKT 319 Website Authoring	3
PHYS 100, 110, 161, 162, 251, 252	4	MRKT 370 Advertising & Promotions	3
TECH 161	4		
Global Awareness & Effective Citizen	6 Hrs	Total General Education	39 Hrs
(Select two courses)		Total Major Requirement	37 Hrs
COMM 112 Under Media; COMM 114 Human COMM;		Total Credits Needed to Graduate	120 Hrs
ECON 201 Prin of Micro; ECON 202 Prin of Macro;			
GEOG 151 Human Geography			
HIST 103, 104, 211, 212, 260, 267, 270			
POLS 115 Amer Gov't; POLS 116 State Gov			
PSYC 111 Intro to Psychology			
SOC 110 Introduction to Sociology			
SOC 111 Introduction to Anthropology			
Wellness	2 Hrs		
HPER 100 Concepts of Fitness & Wellness	2		
Additional General Education	2 Hrs		
Select one additional course from the area of			
Aesthetic Engagement or Global Awareness			
or			
ART 112 (3), ART 231 (3), ART 281 (3); GEOG 111 (2);			
MUS 131 (1), MUS 141 (1); THEA 201 (1-3)			
*Required			