

# Bachelor of Arts in Journalism and Public Communications

The Bachelor of Arts (BA) in Journalism and Public Communications (JPC) prepares students to engage in the role that free expression and communication play in a global society. Students create professional-quality projects in print, audio, video, and multimedia. Graduates are prepared for careers and graduate school because of hands-on experience and an emphasis on ethics, effective communication in a variety of contexts and formats, critical thinking, and community-engaged research and creative activity.

## Admission Requirements

- Complete the Admission Requirements for Baccalaureate Degrees (<http://catalog.uaa.alaska.edu/academicpoliciesprocesses/admissions/undergraduate/>).

## Graduation Requirements

- Complete the General University Requirements for Baccalaureate Degrees (<http://catalog.uaa.alaska.edu/undergraduateprograms/baccalaureaterequirements/>).
- Complete the General Education Requirements for Baccalaureate Degrees (<http://catalog.uaa.alaska.edu/undergraduateprograms/baccalaureaterequirements/gers/>).
- Submit a completed ePortfolio.
- Complete at least 72 credits from outside the major.
- Complete the major requirements below, which includes 42 credits of JPC coursework.

Code	Title	Credits
<b>Core Courses</b>		
JPC A104	Media Literacy	3
JPC A201	Reporting and Writing News	3
JPC A202	First Amendment and Media Ethics	3
JPC A203	Multimedia Storytelling I	3
<b>Electives</b>		
Complete one of the following courses:		3
JPC A210	Infographics, Data Visualization and Strategy	
JPC A212	Editing for Journalism and Public Communications	
JPC A213	Digital Imaging	
Complete two of the following courses:		6
JPC A312	History of Alaska Media	
JPC A313	Film and the First Amendment	
JPC A314	Documentary Filmmakers and Filmmaking	
JPC A404	Global Media	
JPC/LEGL A413	Communications Law	

Integrative Capstone		3
JPC A403	Communications and Media Research	
JPC A492	JPC Capstone Seminar	
Complete six of the following courses:		18
JPC A342	Photojournalism	
JPC A343	Radio News Reporting	
JPC A344	Television News Reporting	
JPC A345	Web Design	
JPC A362	Principles of Strategic Communications	
JPC A363	Research Methods for Strategic Communications	
JPC A366	Planning and Writing for Strategic Communications	
JPC A368	Commercial Photography	
JPC A382	Podcasting	
JPC A383	TV Studio Production	
JPC A384	Digital Video Production	
JPC A443	Public Service Reporting	
JPC A445	Magazines	
JPC A463	Crisis Communications	
JPC A464	Community and Fundraising Communications	
JPC A465	Strategic Communications Campaigns	
JPC A482	Video Post-Production	
JPC A484	Digital Film Production	
JPC A490	Selected Topics in Journalism and Public Communications	
JPC A495	JPC Practica and Internships <sup>1</sup>	

Code	Title	Credits
<b>Interdisciplinary electives</b>		3
Complete one of the following courses:		
AKNS A201	Alaska Native Perspectives	
CEL A292	Introduction to Civic Engagement	
BA A286	Entrepreneurship and Innovation	
BA A381	Consumer Behavior and Relationship Management	
BA A480	Marketing Media Analytics	
ECON A101	Principles of Microeconomics	
ECON A102	Principles of Macroeconomics	
WSGS A200	Introduction to Women's and Gender Studies	
PHIL A301	Ethics	
HIST A131	History of the United States I	
HIST A390	Themes in World History	
JUST A330	Ethics in Criminal Justice Practice and Policy	

PHIL A305	Professional Ethics
PS A301	Comparative Political Economy
PS A324	Model United Nations
PSY A375	Social Psychology

<sup>1</sup> Only JPC juniors and seniors with a 3.00 GPA may enroll in JPC A495. JPC practica require an approved academic plan and the approval of the appropriate JPC media advisor or UAA-based workplace supervisor. JPC internships require the approval of the director of JPC internships.

**A minimum of 120 credits is required for the degree, of which 39 credits must be upper-division.**

## Honors in Journalism and Public Communications

Students majoring in journalism and public communications are eligible to graduate with departmental honors if they satisfy all of the following requirements:

- Meet the requirements for a BA in Journalism and Public Communications;
- Maintain an overall and JPC specific minimum GPA of 3.50;
- Complete JPC A403 or JPC A492 with a minimum grade of B.

## Program Student Learning Outcomes

Students graduating with a Bachelor of Arts in Journalism and Public Communications will be able to:

- Demonstrate an understanding of the history and the role of journalism and public communications in society;
- Demonstrate an understanding of diversity in a global society in relationship to communications;
- Demonstrate an understanding of the ethical concepts, legal rights and responsibilities, considerations and practices that guide public communications and research in the field;
- Gather, critically evaluate, and synthesize information from various sources;
- Demonstrate the ability to think independently and evaluate their own work and the work of others for accuracy, fairness, clarity, style and correctness;
- Communicate effectively in a variety of contexts and formats;
- Apply basic numerical and statistical concepts and methods appropriate for the communications professions.