

CONTENT CREATION, BA

Code	Title	Credits
Content Creation		44
JMC-101	COMMUNICATION TODAY	
JMC-110	PROFESSIONAL WRITING I	
JMC-111	PROFESSIONAL WRITING II	
SC-220	DIGITAL CONTENT & ENGAGEMENT	
JMC-245	VIDEO STORYTELLING	
JMC-251	INTRO TO GRAPHIC DESIGN	
JMC-261	PHOTO STORYTELLING	
JMC-300	MEDIA LAW AND ETHICS	
SC-303	DIGITAL MARKETING	
SC-304	SOCIAL MEDIA STRATEGY & ENGAGEMENT	
JMC-400	ETHICS, EQUITY & EMPATHY IN PRACTICE	
SC-470	ADVANCED DIGITAL CONTENT CREATION	
JMC-499	COMPREHENSIVE EXPERIENCE	
Choose two of the following:		
JMC-340	BROADCAST REPORTING	
JMC-343	FIELD PRODUCTION	
JMC-344	STUDIO PRODUCTION	
JMC-345	ON-AIR ANNOUNCING	
JMC-348	MOBILE JOURNALISM	
JMC-442	POST PRODUCTION	
JMC-445	DOCUMENTARY	
Select one of the following:		3
ECO-101	MICROECONOMIC PRINCIPLES	
ECO-102	MACROECONOMIC PRINCIPLES	
BUS-101	ELEMENTS OF BUSINESS	
Foreign Language ¹		3
General Education Requirements (https://catalog.sbu.edu/undergraduate/degree-requirements/) ²		37
General Electives (enough to reach 120 credits)		33
Total Credits		120

¹ The modern language must be at the 202 level and may be modern or classical (Latin). Students not prepared to begin at this level will need to take additional courses. Those additional courses will count as general electives.

² The Jandoli School of Communication requires MATH-107 or MATH-135 to satisfy the University's Quantitative Literacy General Education Requirement.

NOTE: Students must complete internship requirements totaling 400 hours either on- or off-campus under the guidance of the Jandoli School internship coordinator. Transfer students must complete 100 hours for each year they are on campus.

First Year			
Fall	Credits	Spring	Credits
BONA-101	3	ENG-102	3
ENG-101	3	JMC-111	3
JMC-101	3	JMC-245	3
JMC-110	3	THFS-101	3

Modern Language ¹	3	Modern Language ¹	3
		15	15

Second Year			
Fall	Credits	Spring	Credits
JMC-251	3	SC-220	3
JMC-261	3	JMC-300	3
MATH-107 or 135 ²	3	PHIL-104	3
Select one of the following:		3 General Education Requirement	
ECO-101		Modern Language ¹	3
ECO-102			
BUS-101			
Modern Language ¹	3		
		15	15

Third Year			
Fall	Credits	Spring	Credits
SC-304	3	SC-303	3
Major Elective	3	General Education Requirements	6
General Education Requirements	6	General Elective	3
General Elective	3	General Elective	3
		15	15

Fourth Year			
Fall	Credits	Spring	Credits
JMC-499	2	SC-470	3
Major Elective	3	JMC-400	3
General Education Natural Science with a Lab	4	General Education Requirement	3
General Electives	6	General Electives	6
		15	15

Total Credits 120

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Students must take a minimum of 72 hours outside of JMC or SC coursework per ACEJMC guidelines.