

MAJOR IN JOURNALISM AND MEDIA COMMUNICATION



The study of journalism, mass communication, and specialized media combines high-level professional training with a broad foundation in the liberal arts. All students complete a common 24-credit core, including writing, multimedia, and conceptual courses, as well as a capstone course. Students work closely with their Academic Success Coordinator and Faculty Advisors to select an additional 22 credits in a focus area crafted to match their career interests with options in **Journalism** and **Storytelling**, **Media** Production and Strategic **Communication**.

Practical experience can be gained on the staffs of the *Rocky Mountain Collegian*. Student Media (<https://journalism.colostate.edu/student-media/>) also includes the award-winning campus television station Collegian TV, *College Avenue* magazine, and KCSU-FM Radio. Graduating seniors present professional portfolios for assessment by panels of faculty and communication professionals from Denver and elsewhere in Colorado. Because successful communicators require broad knowledge, this flexible program encourages development of a background in the humanities, social sciences, natural sciences, and in-depth study in an area of interest outside journalism. The addition of a minor or double major in disciplines such as political science, information technology, history, economics, business, communication studies, psychology, the arts, or natural or applied sciences is possible.

The Department of Journalism and Media Communication is one of a relatively small number of departments formally recognized by the Accrediting Council on Education in Journalism and Mass Communications (<https://www.acejmc.org/>). Participation in volunteer activities, cooperative education opportunities, or communication-related part time jobs is highly recommended to enhance practical training and development.

Learning Objectives

Students will demonstrate:

1. Competence in writing, editing, and producing media messages as well as in planning, designing, and evaluating effective public information programs.
2. Knowledge and use of communication theory and research principles to guide the selection of communication audiences, message content and format, and media channels to enhance communication impact.

3. Understanding of the ethics, laws, and values associated with professional communication activity.

Accelerated Program

The major in Journalism and Media Communication includes an accelerated program option (<https://provost.colostate.edu/accelerated-programs/>) for students to graduate on a faster schedule. Accelerated Programs typically include 15-16 credits each fall and spring semester for three years, plus 6-9 credits over two to three summer sessions. Students who enter CSU with prior credit (AP, IB, transfer, etc.) may use applicable courses to further accelerate their graduation. Visit the Office of the Provost website for additional information about Accelerated Programs (<https://provost.colostate.edu/accelerated-programs/>).

Potential Occupations

The Journalism and Media Communication program emphasizes the role of mass and specialized media in society and prepares students for entry-level work in private business, government, and education. Depending upon the focus of study, students may find career opportunities in a wide variety of professional communication venues.

Specific career opportunities may include:

- advertising copywriter, designer, or producer
- agriculture writer, reporter, or editor
- blogger, columnist, or editorial cartoonist
- college professor
- communications manager or director
- freelance writer, editor, or photographer
- marketing coordinator
- media relations director or strategist
- novelist or non-fiction author
- reporter or photojournalist for web, magazines, newspapers, or television
- public affairs officer for government agency
- public relations agency account executive
- science writer or editor
- social media specialist
- sports writer, photographer, or producer
- technical writer or editor
- television news anchor or program host
- television or radio news program producer or director
- travel writer or photographer

- video editor for news, corporate, or entertainment television
- website designer and manager

Change of Major

To change your major to Journalism and Media Communication, you can either call the College of Liberal Arts Academic Advising Center (<https://advising.libarts.colostate.edu/>) at 970-491-3117, or send them an email (cla_advising@colostate.edu).

Requirements Effective Fall 2025

All majors in the department must earn a minimum grade of C (a grade of C- is not acceptable) in each course that carries the JTC subject code.

Association for Education in Journalism and Mass Communication Accreditation Requirements

Majors in Journalism and Media Communication must take a minimum of 46 credits of JTC courses and a minimum of 66 credits outside of JTC.

Of the 66 credits outside of JTC, 21 must meet **one** of the following Second Field criteria with approval of advisor:¹

1. a Minor;
2. an Interdisciplinary Minor;
3. 21 credits in one subject code;
4. 9 credits from one subject code and 12 credits from a second subject code;
5. a selection of 21 credits comprising a Second Field developed by the student and the advisor.

Courses taken outside of the department may include All-University Core Curriculum (AUCC) courses, Minor or Second Field courses, or any other out-of-department (non-JTC) courses used to complete the major as approved by advisor.

The 46 JTC required credits include 24 credits specified in the curriculum below plus 22 credits of directed electives to create an individualized focus area from the following categories (Writing, Production, Internship/Practicum, Advanced, Additional credits).

Directed Electives for Individualized Focus Area

Over the sophomore, junior, and senior years, students must complete a minimum of 22 credits in an individually designed focus area. Students must select those 22 credits from among the following categories and courses in consultation with advisor, as follows:

Code	Title	AUCC	Credits
Writing			
Select at least six credits (two courses) from the following:			6
JTC 305	Media and Global Cultural Identity		
JTC 310	Copy Editing		
JTC 319	Science and Environmental Communication		
JTC 320A	Reporting: General News		
JTC 320B	Reporting: Sports		
JTC 328	Feature Writing		
JTC 341	TV News Writing, Reporting and Producing		
JTC 342	Writing for Visual Media		
JTC 344	Fact to Fiction		
JTC 351	Writing for PR and Advertising		
JTC 356	Advertising Creativity and Copywriting		
JTC 361	Writing for Specialized Magazines		
JTC 363	Data Journalism		
JTC 420	Advanced Reporting	4A,4C	
JTC 422	Entrepreneurial Journalism		
JTC 425	Strategic Multicultural Communication		
Production			
Select at least six credits (two courses) from the following:			6
JTC 204	Radio Operations		
JTC 335	Photography		
JTC 340	Video Editing		
JTC 345	Video Production		
JTC 347	Audio Production		
JTC 348	Producing Podcasts		

JTC 354	Crisis Communication	
JTC 359	Strategic Communication Research	
JTC 371	Publications Design and Production	
JTC 372	Web Design and Development	
JTC 373	Digital Promotion Management	
JTC 374	Social Media Management	
JTC 417	Data Visualization Design	
JTC 427	Motion Graphics Design	
JTC 430	Advanced Documentary Photography	
JTC 433	Advanced Video Editing	
JTC 435	Documentary Video Production	
JTC 440	Advanced Media Production	4A,4C
JTC 451	Integrated Communication Campaigns	
JTC 470	Immersive Storytelling	
JTC 472	Advanced Web Design and Development	

Internship/Practicum ² 1-4

Select a minimum of 1 credit (a maximum of 4 credits) from the following:

JTC 386	Communication Practicum
JTC 487	Internship
LB 386A	Practicum: CTV
LB 386B	Practicum: KCSU
LB 386C	Practicum: Collegian
LB 386D	Practicum: College Avenue
LB 386E	Practicum: Arts Production

Advanced Focus Elective

Select three additional credits (one course) from the following, not completed above: 3

JTC 420	Advanced Reporting
JTC 422	Entrepreneurial Journalism
JTC 425	Strategic Multicultural Communication
JTC 427	Motion Graphics Design
JTC 430	Advanced Documentary Photography
JTC 433	Advanced Video Editing
JTC 435	Documentary Video Production
JTC 440	Advanced Media Production
JTC 451	Integrated Communication Campaigns
JTC 470	Immersive Storytelling
JTC 472	Advanced Web Design and Development

Additional Credits ³ 6

Select six additional credits from the courses listed above under Writing, Production, Internship/Practicum, and Advanced Focus Courses and/or from the courses listed below. Students may select no more than a total of 4 credits of Internship/Practicum, and no more than a total of 7 credits of reserved number (-80 to -99) courses to satisfy this requirement.

JTC 192	Journalism Seminar
JTC 203	Television Studio Production
JTC 220	News, Truth, and Deception

JTC 350	Public Relations and Advertising
JTC 352	University Public Relations
JTC 484	Supervised College Teaching
JTC 490	Workshop
JTC 495A	Independent Study: Electronic Reporting
JTC 495B	Independent Study: Editing
JTC 495C	Independent Study: Photojournalism
JTC 495D	Independent Study: Public Relations
JTC 495E	Independent Study: Readings
JTC 495F	Independent Study: Reporting
JTC 495G	Independent Study: Technical Communication
JTC 496	Group Study

Program Total Credits:**22-25****Freshman**

		AUCC	Credits
CO 150	College Composition (GT-CO2)	1A	3
JTC 100	Media in Society (GT-SS3)	3C	3
JTC 210	Media Writing		3
JTC 211	Visual Communication		3
1B	(https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#aucc)	1B	3
1C	(https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#aucc)	1C	3
Arts and Humanities	(https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)	3B	6
Biological and Physical Sciences	(https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)	3A	3
Historical Perspectives	(https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)	3D	3
Total Credits			30

Sophomore

JTC 326	Online Storytelling and Audience Engagement		3
Individualized Focus Area and/or Second Field courses ⁴			12
Statistics ⁵			3
Advanced Writing	(https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#advanced-writing)	2	3
Biological and Physical Sciences	(https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)	3A	4
Social and Behavioral Sciences	(https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#social-behavioral-sciences) ⁶	3C	3
Out-of-department course			3
Total Credits			31

Junior

Select two courses from the following to fulfill the Concept Course requirement:			6
JTC 311	History of Media		
JTC 316	Multiculturalism and the Media		
JTC 357	Persuasion in Strategic Communication		
JTC 411	Media Ethics and Issues	4A,4B	
JTC 412	International Mass Communication		

JTC 413	New Media Trends and Society	4A,4B	
JTC 414	Media Effects		
JTC 415	Communications Law	4A,4B	
JTC 418	Journalism, Peace, and War		
JTC 419	Food and Natural Resources Communication		
JTC 450	Public Relations Cases		
JTC 456/LB 456	Documentary Film as a Liberal Art		
Individualized Focus Area and/or Second Field courses ⁴			15
Out-of-department courses			9
Total Credits			30
Senior			
JTC 460	Senior Capstone	4C	3
Select one course from the following:			3
JTC 411 ⁷	Media Ethics and Issues	4A,4B	
JTC 415 ⁷	Communications Law	4A,4B	
Individualized Focus Area and/or Second Field courses ⁴			16
Out-of-department course			2
Electives ⁸			5
Total Credits			29
Program Total Credits:			120

¹ Of the 21 credits required for the Second Field, 12 must be upper-division (300- to 400-level) and none may be from JTC.

² With approval of the department and advisor, students may substitute a 400-level Journalism and Media Communication study abroad course for 1 credit of the Internship/Practicum requirement and up to 3 credits of the Additional Credits requirement, for a maximum total of 4 credits for study abroad.

³ High-achieving students, with approval of advisor, may select JTC 544 to satisfy 3 credits of the Additional Credit requirement.

⁴ Select a minimum of 22 credits of Focus Area courses and 21 credits of Second Field courses over the sophomore, junior, and senior years, in consultation with advisor.

⁵ Select a three-credit statistics course offered by any department, with approval of advisor. A statistics course is required if one was not taken to satisfy AUCC 1B requirement.

⁶ Select 3 credits other than JTC 100 from the list of courses in category 3C of the AUCC. Students in this major must take 3 credits of Social and Behavioral Sciences other than JTC 100, which is required in the freshman year.

⁷ If either JTC 411 or JTC 415 was taken as a Concept Course in the junior year, students may take any different concept course here.

⁸ Select enough elective credits to bring the program to a minimum of 120 credits, of which at least 42 must be upper-division (300- to 400-level).

Major Completion Map

Freshman

Semester 1		Critical	Recommended	AUCC	Credits
CO 150	College Composition (GT-CO2)			1A	3
JTC 100	Media in Society (GT-SS3)			3C	3
JTC 210	Media Writing	X			3
Arts and Humanities (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)				3B	3
Biological and Physical Sciences (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)				3A	3
Total Credits					15

Semester 2		Critical	Recommended	AUCC	Credits
JTC 211	Visual Communication	X			3
1B (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#aucc)				1B	3
1C (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#aucc)				1C	3

Arts and Humanities (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)			3B		3
Historical Perspectives (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)			3D		3
Quantitative Reasoning (AUCC 1B) and CO 150 must be completed by the end of Semester 2.		X			
Total Credits					15
Sophomore					
Semester 3		Critical	Recommended	AUCC	Credits
JTC 326 Online Storytelling and Audience Engagement					3
STAT ***					3
Individualized Focus Area and/or Second Field courses (See List on Requirements Tab)					3
Biological and Physical Sciences (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)				3A	4
Social and Behavioral Sciences (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#social-behavioral-sciences)				3C	3
Total Credits					16
Semester 4		Critical	Recommended	AUCC	Credits
Individualized Focus Area and/or Second Field courses (See List on Requirements Tab)					9
Out-of-department course					3
Advanced Writing (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#advanced-writing)				2	3
Total Credits					15
Junior					
Semester 5		Critical	Recommended	AUCC	Credits
Select two courses from the following:					6
JTC 311 History of Media					
JTC 316 Multiculturalism and the Media					
JTC 357 Persuasion in Strategic Communication					
JTC 411 Media Ethics and Issues				4A,4B	
JTC 412 International Mass Communication					
JTC 413 New Media Trends and Society				4A,4B	
JTC 414 Media Effects					
JTC 415 Communications Law				4A,4B	
JTC 418 Journalism, Peace, and War					
JTC 419 Food and Natural Resources Communication					
JTC 450 Public Relations Cases					
JTC 456/ LB 456 Documentary Film as a Liberal Art					
Individualized Focus Area and/or Second Field courses (See List on Requirements Tab)					6
Out-of-department course					3
Total Credits					15
Semester 6		Critical	Recommended	AUCC	Credits
Individualized Focus Area and/or Second Field courses (See List on Requirements Tab)					9
Out-of-department courses					6
Total Credits					15
Senior					
Semester 7		Critical	Recommended	AUCC	Credits
Select one course from the following:		X			3
JTC 411 Media Ethics and Issues				4A,4B	

JTC 415	Communications Law		4A,4B		
Individualized Focus Area and/or Second Field courses (See List on Requirements Tab)				8	
Out-of-department course				2	
Elective				2	
30 Credits of JTC and JTC 326 must be completed by the end of Semester 7.				X	
Total Credits				15	
Semester 8		Critical	Recommended	AUCC	Credits
JTC 460	Senior Capstone	X		4C	3
Individualized Focus Area and/or Second Field courses (See List on Requirements Tab)		X			8
Elective		X			3
The benchmark courses for the 8th semester are the remaining courses in the entire program of study.		X			
Total Credits				14	
Program Total Credits:				120	