



CURRICULUM GUIDE 2021-2022*

SPORTS MEDIA RELATIONS OPTION

BACHELOR OF ARTS IN JOURNALISM
SCHOOL OF COMMUNICATION & JOURNALISM

TOTAL HOURS FOR MAJOR: 39 HRS

JOURNALISM DIVISION CORE: 15 HRS

JOU 1401 - Journalism Forum

JOU 2001G - Journalism and Democracy

JOU 2101 - Writing for News Media

*Pre-req: grade of "B" or better in
ENG 1001G or a grade of "C" in
both ENG 1001G and ENG 1002G*

JOU 3401 - Journalism Practicum

*Pre-req: JOU 2001G and a minimum
grade of "C" in JOU 2101*

JOU 4102 - Journalism Ethics

Pre-req: junior standing

JOU 4401 - Journalism Capstone

*Pre-req: Concurrent enrollment or a
grade of "C" or better in JOU 3401*

JOU 4771 - Communication Law

Pre-req: junior standing

SPORTS MEDIA RELATIONS CORE: 15 HRS

JOU 2850 - Sports Media Relations

Pre-req: JOU 2101

JOU 3002 - Introduction to Multimedia Journalism

Pre-req: JOU 2101 and JOU 2950

JOU 3706 - Writing for Sports Media

Pre-req: minimum grade of "C" JOU 2101

JOU 3953 - Perspectives on Sports and the Media

Pre-req: ENG 1001G and ENG 1002G

KSR 2761 - Introduction to Sport Management

Pre-req: minimum grade of "C" in KSR 1500

SPORTS MEDIA RELATIONS ELECTIVES: 9 HRS

See reverse for list of electives.

SCHOOL OF COMMUNICATION & JOURNALISM

BUZZARD HALL 2521
217-581-6003
CMNJOU@EIU.EDU

*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2021-2022. Curriculum Guides for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.



SPORTS MEDIA RELATIONS ELECTIVES: 9 HRS

BUS 3100 - Survey of Marketing Principles	JOU 3703 - Online Journalism
BUS 3470 - Principles of Marketing	JOU 3706 - Writing for Sports Media
CMN 2550 - Audio Production & Voice Work I	JOU 3750 - Social Media Engagement
CMN 3100 - Persuasion	JOU 3800 - Advanced Editing
CMN 3300 - Interviewing	JOU 3955 - Reporting on the Arts
CMN 3960 - Public Relations Writing and Production	JOU 3970 - Race, Gender, and the Media
GEO 3640 - Geography of Sports	JOU 4000 - Investigative Reporting
JOU 2901 - Introduction to Copy Editing	JOU 4001 - Media Management
JOU 2950 - Introduction to Visual Communication	JOU 4751 - Advanced Photojournalism
JOU 3000 - Advanced Reporting	JOU 4760 - Advanced Publication Design
JOU 3001 - Photojournalism	JOU 4761 - Advanced New Media Design
JOU 3102 - Feature Writing	JOU 4762 - Interactive Reporting and Design
JOU 3300 - Publication Design	JOU 4770 - News Media Opinion Writing and Editing
JOU 3501 - Principles of Advertising	KSR 4327 - Ethics in Sports
JOU 3610 - Broadcast News	KSR 4328 - Governance in Sport
JOU 3620 - Advanced Broadcast News	KSR 4764 - Sport Management Principles

LIBERAL ARTS & SPECIALTY REQUIREMENTS

In addition to the required hours for the major, Journalism students are required to complete 30 hours in liberal arts courses and a non-journalism specialty.

LIBERAL ARTS AREA (BLOCK A): 18 HRS

The Journalism program is accredited by the Accrediting Council on Education in Journalism and Mass Communications, and the faculty believe strongly in the council's requirement that Journalism students be exposed to a broad liberal arts background while in school. In consultation with their academic advisors, Journalism majors choose six courses from among a list updated every year. Some courses that satisfy the university's general education requirement also satisfy Block A requirements.

NON-JOURNALISM SPECIALTY (BLOCK B): 12 HRS

In consultation with their academic advisors, Journalism majors choose a block of upper-division courses that allow students to develop an area of expertise in something besides Journalism. A second major or a non-Journalism minor satisfies this requirement, but students who choose not to have a minor are able to put together an area of specialty that reflects their career interests. Block A and B courses may not overlap.