

JOURNALISM

NEWSPAPER/MAGAZINE, PUBLIC RELATIONS, & PUBLICATION SPECIALIST

LONG BEACH CITY COLLEGE

Curriculum Guide for Academic Year of 2010-2011

Associate in Arts and/or Certificate of Achievement

*ALL INFORMATION CONTAINED HEREIN IS SUBJECT TO CHANGE WITHOUT NOTICE.
 For possible updates to this guide please refer to the following website: <http://osca.lbcc.edu>*

CAREER OPPORTUNITIES

This field of concentration, with an emphasis in **NEWSPAPERS/MAGAZINES**, provides a basic program for students interested in careers requiring journalistic training, such as newspaper or Internet reporting, magazine or free-lance writing.

The emphasis in **PUBLIC RELATIONS** provides a basic program for students interested in careers in any aspect of public relations and in writing and editing in-house or web sites.

The **PUBLICATION SPECIALIST** emphasis provides a basic program for students interested in learning to produce a variety of publications including newsletters, brochures, web sites, proposals, and house magazines.

The Certificate of Achievement provides access to entry level employment in a variety of journalism related fields. These include newspapers, magazines, web sites, newsletters, and press relation offices.

DEPARTMENTAL ADMISSION REQUIREMENTS

None. For more departmental information call (562) 938-4282, email pmckean@lbcc.edu, or search for journalism at www.lbcc.edu.

DEGREE PROGRAM

Newspaper/Magazine; Public Relations; Publications

REQUIRED COURSES

UNITS

			In Progress	Completed Grade
NEWSPAPER/MAGAZINE EMPHASIS				
	JOURN 10	Intro. to Global Media Communications (F, SP, S)	3	
† #	JOURN 20	Beginning Newswriting & Reporting (F, SP)	4	
	JOURN 25	Free Lance Writing (SP)	3	
	JOURN 35AD	Photojournalism (1st semester) (SP)	3	
	JOURN 80AD	Working on the Newspaper (1st and 2nd semester) (F, SP, S)	4:4	
Subtotal Units			21	

Select THREE(3) units from the following:

	JOURN 1A	Multimedia Newsroom Digital Design and Publication (F, SP)	3	
	JOURN 6AD	Magazine Writing (F)	3	
TOTAL UNITS			24	

RECOMMENDED but not required courses:

	JOURN 1B	Digital Design and Publication (2nd semester) (F, SP)	3	
	JOURN 5	Intro. to Public Relations (F)	3	
	JOURN 35AD	Photojournalism (2nd semester) (F)	3	
	JOURN 71AD/72AD 73AD	Work Experience - Journalism (F, SP)	2 - 4	
	JOURN 80AD	Working on the Newspaper (3rd and 4th semester) (F, SP, S)	3:3	
	JOURN 85AD	Editor Training (1st and 2nd semester) (F, SP, S)	3:3	

REQUIRED COURSES

UNITS

PUBLIC RELATIONS EMPHASIS

			In Progress	Completed Grade
JOURN 1A	Digital Design and Publication (F, SP)	3		
JOURN 5	Intro. to Public Relations (S)	3		
JOURN 10	Intro. to Global Media Communications (F, SP, S)	3		
† # JOURN 20	Beginning Newswriting & Reporting (F, SP, S) #	3		
JOURN 35 AD	Photojournalism (1st semester) (F)	3		
JOURN 80AD	Multimedia Newsroom (1st semester) (F, SP, S)	3		
TOTAL UNITS		18		

RECOMMENDED but not required courses:

JOURN 25	Free Lance Writing (SP)	3		
JOURN 35AD	Photojournalism (2nd semester) (F)	3		
JOURN 80AD	Multimedia Newsroom (2nd, 3rd and 4th semester) (F, SP, S)	4:4:4		
JOURN 85AD	Multimedia Editor Training (1st and 2nd semester) (F, SP)	3:3		
JOURN 71AD/72AD/73AD	Work Experience – Journalism (F, SP)	2 - 4		
SP 10	Elements of Public Speaking	3		
SP 60	Elements of Argumentation & Debate	3		
MKTG 40	Salesmanship	3		
MKTG 47	Essentials of Marketing	3		

REQUIRED COURSES

UNITS

PUBLICATION SPECIALIST EMPHASIS

			In Progress	Completed Grade
JOURN 1A	Digital Design and Publication (F, SP)	3		
JOURN 6AD	Magazine Writing (F)	3		
† # JOURN 20	Beginning Newswriting & Reporting (F, SP)	3		
JOURN 25	Free Lance Writing (SP)	3		
JOURN 35AD	Photojournalism (1st semester) (F)	3		
JOURN 80AD	Multimedia Newsroom (1st and 2nd semester) (F, SP)	3:3		
TOTAL UNITS		21		

CERTIFICATE PROGRAM

Print, Public Relations, Publications

REQUIRED COURSES

UNITS

			In Progress	Completed Grade
JOURN 10	Intro. to Global Media Communications (F, SP)	3		
† # JOURN 20	Beginning Newswriting & Reporting (F, SP)	3		
JOURN 25	Free Lance Writing (SP)	3		
JOURN 35AD	Photojournalism (1st semester) (F)	3		
JOURN 71AD/72AD/73AD	Work Experience – Journalism (F, SP)	2 - 4		
JOURN 80AD	Multimedia Newsroom (1st semester) (F, SP)	3		
JOURN 85AD	Multimedia Editor Training (1st semester) (F, SP, S)	3		
TOTAL UNITS		20-22		

RECOMMENDED but not required courses:

JOURN 1AB	Intro to Digital Design and Publication (2nd sem.) (F, SP)	3		
JOURN 5	Intro. to Public Relations (S)	3		
JOURN 6AD	Magazine Writing (F)	3		

LEGEND

† This course has a prerequisite; prerequisite courses must be completed with at least a "C" or "P" grade (see catalog or schedule of classes).

Prerequisite for class is eligibility for ENGL 1

(SP = Spring) (S = Summer) (F = Fall) (INF = Infrequently) = Represents general frequency of course offering

The student is encouraged to take 12 or more units in one of the following fields which are representative of fields in which publications and Internet employment may exist: Administration of Justice, Business/Marketing, Commercial Music/Radio-TV, Computer Art, English, Health Services/Pre-medicine, Human Services, Manufacturing & Trades, Sociology, Economics, Physical Education/Recreation, Social Services, Public Affairs/Administration, Political Science, Science, Administration of Justice, Banking/Finance, Child Development, Commercial Music, Environmental Science, or Hotel/Restaurant Management.

GRADUATION REQUIREMENTS

For CERTIFICATE OF ACHIEVEMENT:

The certificate is a one to two year program in occupational/technical areas at Long Beach City College which provides training in job skills and employment opportunities. Complete the required units with a minimum grade of "C" in each course and a minimum grade point average of 2.0. Fifty percent (50%) or more of the unit requirements for this field of concentration must be completed at Long Beach City College (credit earned by exam, where applicable, may be included).

For ASSOCIATE IN ARTS DEGREE:

Complete the required units in one of the emphases listed above with a minimum grade of "C" in each. In addition, complete the A.A. degree requirements specified in the Catalog. The requirements for general education/proficiency and the field of concentration need to be from the same catalog year. This catalog year may be any year between the year of initial enrollment to the present, provided continuous enrollment is maintained throughout (see the catalog for definition of "continuous enrollment"). Fifty per cent (50%) or more of the unit requirements for this field of concentration must be completed at Long Beach City College (credit earned by exam, where applicable, may be included). Students may earn multiple journalism degree emphases simultaneously with the associate degree if the appropriate classes have been met.

NOTE: To receive a certificate or degree you must submit completed application forms in the Admissions and Records Office during your final semester of course work.

In general, "double-counting" is not allowed. That is, one course may not be used to fulfill both a field of concentration requirement and to fulfill a general education requirement.

SUGGESTED SEQUENCE OF COURSES

This is not an educational plan, as course offerings, student schedules, and circumstances vary. Students must meet all the prerequisites in order to be eligible for the sequence of courses.

A suggested full-time sample sequence of courses for the required for the Associate Degree would include:

First Semester

Intro to Global Media Communications (JOURN 10)
AND ONE OF THE FOLLOWING
Newswriting (JOURN 20) or
Digital Design and Publication (JOURN 1A)

Second Semester

The remaining class not taken in first semester:
Photojournalism (JOURN 35AD)

Third Semester

Free Lance Writing (JOURN 25)
Multimedia Newsroom (JOURN 80 1st sem.)
Magazine Writing (JOURN 6AD)

Fourth Semester

Multimedia Newsroom (JOURN 80 2nd sem.)
Multimedia Editor Training (JOURN 85AD)
Work Experience (JOURN 71AD, 72AD, or 73AD)

A suggested sample sequence of courses for the Certificate of Achievement includes:

First Semester

Mass Communication (JOURN 10)
Newswriting (JOURN 20)

Second Semester

Free Lance/Feature Writing (JOURN 25)
Photojournalism (JOURN 35)

Third Semester

Multimedia Newsroom (JOURN 80 1st sem.)
Multimedia Editor Training (JOURN 85)
Work Experience (JOURN 71AD, 72AD, or 73AD)

Students interested in transferring to a university to continue their study in this field of concentration or other majors are strongly advised to consult an LBCC academic counselor and refer to the ASSIST website (www.assist.org) for major preparation information. Counselors can clarify the different major and admissions requirements at a university. Students may visit the Student Success/Transfer Services Center to access further educational resources. If you need to set up an appointment to see a counselor or schedule the SOAR Test, call LAC (562) 938-4561 or PCC (562) 938-3920.