Undergraduate Degree Requirements (ABJ)
Journalism Major
Publication Management Emphasis

Reporting, editing and management positions in print and electronic media

The Publication Management emphasis equips students with an understanding of basic operational skills and marketing strategies essential for successful leadership of print and electronic newspapers. The emphasis focuses on entrepreneurial thinking by students desiring to create business models that serve shareholders and also the public’s right and need to know, and that produce profit while simultaneously serving as society’s watchdog.

Basic business courses are taken in the Terry College of Business. Courses in the Grady College instruct students within the context of ethical, socially responsible journalism, and cover both the editorial and business aspects of publishing.

MAJOR REQUIREMENTS (13 credit hours)

- JOUR 3310 Intro to Print Media (3 hrs.)
- JOUR 3410 News Writing & Reporting (4 hrs.)
- JOUR 5640 Newspaper Management (3 hrs.)
- JRLC 5040 Law of Mass Communication (3 hrs.)

COLLEGE ELECTIVES (17 credit hours)

- Choose one 3-4 hour editing OR writing course from the following:
  - JOUR 5300 Public Affairs Reporting - 3 hrs.
  - JOUR 5350 Advanced Newspaper Editing and Design - 4 hrs.
  - JOUR 5360 Advanced Magazine Editing & Design - 4 hrs.
  - JOUR 5530 Editorial Writing & Issues - 3 hrs.
  - JOUR 5580 Magazine Article Writing - 3 hrs.
  - JOUR 5590 Critical Writing & Reviewing - 3 hrs.
  - JOUR 5600 Investigative Reporting - 3 hrs.
  - JOUR 5700 Advanced Magazine Article Writing - 3 hrs.
  - JOUR 5800 Computer Assisted Reporting - 3 hrs.
  - JOUR 5990 Seminar in Journalism - 3 hrs. (with departmental approval)

- Choose one 3-hour visual course from the following:
  - ADPR 3520 Graphic Communications - 3 hrs.
  - JOUR 3610 Introduction to Photojournalism - 3 hrs.
  - TELE 4290 Digital Media Production - 3 hrs.
  - NMIX 4110 New Media Production - 3 hrs.

- Choose an additional 10-11 hours (for a total of 17 hours of College Electives) from JOUR and JRLC classes, a 1-hour Journalism practicum (JOUR 5100) and/or a 1-3 hour Journalism internship (JOUR 5010). Students may choose three hours from upper-division ADPR, NMIX, or TELE courses.

MAJOR ELECTIVES (15 credit hours)

- Choose 15 hours from the following: ACCT 2101, ACCT 2102, ECON 2105, ECON 2106, LEGL 2700, MARK 3001, MGMT 3001, MIST 2090, MSIT 3001, STAT 4210