



Highlights:

1. The most comprehensive journalism curriculum in Northern California. 2013 recipient of the \$8.7 million Anderson gift.
2. New cutting-edge TV studio and creative suite campaigns make it a leader in media high-tech education and production of converged student media efforts.
3. One of the few programs in California that operates a daily newspaper, and provides on-air news, in-depth reporting and producing experience for Bay Area television stations.
4. *SHIFT* magazine, produced by top journalism students, focuses on timely global issues. In partnership with Adobe, *SHIFT* is distributed globally as a digitally accessible and interactive app.
5. JMC's International Experience requirement and study abroad programs. Promotes student understanding of global issues. Summer 2017 trips to Italy and Greece.
6. Required internship provides excellent 'real world' experience in traditional, new media and social media.
7. Graduates working nationwide have won six Pulitzer Prizes, four since 2000, plus numerous local and regional Emmy Awards, and a regional Edward R. Murrow Award.
8. Diversity is celebrated and incorporated in everything we do.
9. Students taught to share their unique perspectives, unlock their talents, and develop new, responsible and creative ideas for exciting futures in digital media. Our motto is 'Learn by Doing.'

Examples of Media Careers:

1. Online News Writer/Producer
2. Television and Web Reporting
3. Visual Content Manager/Photojournalist
4. Content Producer/Newspaper Reporter-Editor
5. Media Content Manager / Media Campaign Manager
6. News Anchor/Producer/Video Journalist/Editor
7. News Analyst/Columnist/Movie Critic
8. Media Design Specialist / Media Sales / Event Planner
9. International Correspondent / Global Content Specialist
10. Cross-Platform Content Producer

Programs Offered:

1. B.S., Journalism - convergence experiences in
 - a. Reporting and Editing (Spartan Daily newspaper)
 - b. Magazine (*SHIFT* and Access)
 - c. Television News (Update News and Equal Time PBS)
 - d. Photojournalism (Visual Communications)
2. B.S., Advertising – Creative and Management Tracks
3. B.S., Public Relations
 - M.S., Mass Communications (Graduate Program)
3. Minor: Advertising, Public Relations, Journalism-convergence

Student Clubs and Organizations:

1. Mu Alpha Gamma/Magazine Club
 2. National Press Photographers Association
 3. Radio-Television Digital News Association
 4. The Ad Club
 5. Public Relations Student Society of America
- * Kappa Tau Alpha, national honors society. Invitation only for the top students graduating in the School of Journalism and Mass Communications.

Scholarships:

- | | |
|------------------------------------|-----------------------------|
| 1. Christopher Marian Memorial | 14. Jack Quinton |
| 2. Dwight Bentel | 15. Matthew Garcia Memorial |
| 3. Gould-Sigma Delta Chi | 16. Natasha Singh |
| 4. Howard Freeman Memorial | 17. Alan R. Fried |
| 5. Julie Galvan Memorial | 18. Phil & Dean Spuler |
| 6. Leigh Weimers | 19. Gary Williams |
| 7. Louis A. Duino | |
| 8. Nancy Skelton | |
| 9. Rene Siegel / High Tech Connect | |
| 10. Oscar Liden Memorial | |
| 11. Rosenthal/O'Brian Memorial | |
| 12. Ruth Byers | |
| 14. Dennis Wilcox | |
| 13. Tom Quinlan Memorial | |

More Information:

1. In addition to the journalism program, the School also has undergraduate degree programs in Advertising and Public Relations, and a Mass Communications graduate program.
2. The first of its kind on the west coast 'Dwight Bentel and Hall Agency' is a comprehensive and challenging communications experience where top advertising and public relations students are selected to work with real world clients developing special projects and campaigns.
3. A state-of-the-art creative learning space for students.
4. Agency students also compete nationally against other top programs. In recent years, JMC students have won contests run by AT&T, the National Student Advertising Competition, College Media Business and Advertising Managers, the California College Media Association, and Maggie Awards.

Required Advanced GE Course:

MCOM 100W (Upper GE Area Z)

Required Lower Division Courses:

Engl 1A; Engl 1B Jour 61; MCOM 72 (GE Area D3)

Recommended Electives - For a global career edge:

Diversity in the Media, Strategies in Social Media Business, SHIFT Magazine, Equal Time and Review Writing.

SJSU Web Links

SJSU Home page: <http://www.jmc.sjsu.edu/>

Applying online: <http://www.csumentor.edu/>

Aid and Scholarship: <http://www.sjsu.edu/faso>

Housing: <http://www.housing.sjsu.edu/>

Request information about SJSU: <http://info.sjsu.edu/home/info.html>

Schedule of Classes: <http://info.sjsu.edu/home/schedules.html>

SJSU Catalog: <http://info.sjsu.edu/home/catalog.html>

Testing and Evaluation: <https://testing.sjsu.edu/>

Academic Unit:

School of Journalism and Mass Communications.

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