MAJOR in
Communication & Journalism

For more information about declaring a major, scheduling courses and identifying areas of emphasis, visit www.stthomas.edu/cojo.

ALL COJO MAJORS TAKE 11 COURSES TOTALING 44 CREDITS, AS FOLLOWS:

1 = COJO 111 Introduction to Communication and Journalism—I (4 credits)
2 = COJO 112 Introduction to Communication and Journalism—II (4 credits)
3 = One theory and research course (4 credits) from these three choices:
   - COJO 211 Communication Theories and Methods
   - COJO 212 Rhetorical Criticism
   - COJO 213 Mass Communication Research
4, 5 and 6 = Three theory and analysis courses (12 credits), with at least two numbered 300 or above, from the following:
   - COJO 220 Interpersonal Communication
   - COJO 230 Foundations in Media and Society
   - COJO 232 Visual Communication
   - COJO 234 Principles of Advertising and Public Relations
   - COJO 320 Organizational Communication
   - COJO 326 Modern American Rhetoric
   - COJO 328 Communication of Race, Class, and Gender
   - COJO 330 Communication History
   - COJO 332 Documentary in American Culture
   - COJO 334 Literary Journalism
   - COJO 336 Media Law
   - COJO 338 Political Communication
   - COJO 340 Television Criticism
   - COJO 372 Environmental Communication
   - COJO 428 Social Media in Advertising and Public Relations
   - COJO 430 Society, Culture and the Media
   - COJO 432 Media Structure and Power
7, 8 and 9 = Three practice and application courses (12 credits), with at least one numbered 300 or above, from the following:
   - COJO 240 Digital Imagery and Sound
   - COJO 251 Multimedia Reporting
   - COJO 252 Editing
   - COJO 254 Photojournalism
   - COJO 256 Design Concepts of Communication
   - COJO 258 Writing and Designing for the Web
   - COJO 262 Radio Production
   - COJO 264 Media Communication Skills
   - COJO 268 Advertising Copywriting
   - COJO 270 Public Relations Writing
   - COJO 272 Advertising Media and Connections Planning
   - COJO 274 Small Group Communication
   - COJO 276 Argumentation and Advocacy
   - COJO 350 Magazine Writing
   - COJO 360 Videography: TV Production in the Field
   - COJO 366 Persuasion
   - COJO 368 Advanced Advertising Copywriting
   - COJO 370 Intercultural Communication
   - COJO 451 Advanced Multimedia Reporting
   - COJO 456 Graphic Design Studio
   - COJO 460 Advanced Video Production
   - COJO 470 Advertising and Public Relations Campaigns
   - COJO 472 Family Communication
10 = One elective course (4 credits) from any category and level in COJO, including independent study, experiential learning (internship), study abroad or topics
11 = COJO 480 Communication Ethics (4 credits), the senior capstone seminar taken only in the final semester before graduation

NOTE: Majors may use COJO 100 Public Speaking or COJO 105 Communication and the Workplace only in the elective category with permission of the department chair. Majors must complete six of their 11 courses at UST.