

# JOURNALISM

## SCHOOL OF ARTS, COMMUNICATION, AND SOCIAL SCIENCES

**ACTING DEAN:** William Kinney, Office 702B, 619-482-6372

**FACULTY:** Max Branscomb, Ed.D.

**DEPARTMENT CHAIR:** Rebecca Wolneiwicz, Ph.D.

### GENERAL DESCRIPTION

Journalism is the study of mass communication media such as newspapers, television, radio, magazines, and Internet. Journalism is a cornerstone of American society and a guardian of this nation's freedoms. Journalism develops clear thinking, strong writing, and solid communication skills. The Southwestern College journalism program encourages multidisciplinary study in a variety of areas. The program includes coursework and the award-winning student newspaper, The Southwestern Sun.

### CAREER OPTIONS

Below is a sample of the many career options available for the journalism major. A few of these require an associate degree, most require a bachelor's degree, and some require a graduate-level degree. Possible career options include reporter, copy editor, photojournalist, columnist, public affairs manager, press relations officer, speech writer, critic, public information specialist, broadcaster, magazine writer, high school or college instructor, graphic designer, correspondent, production technician, and technical writer or editor.

### DEGREE/CERTIFICATE OPTIONS

### MAJOR CODE

#### Associate in Arts Degree: Transfer Preparation

Journalism	01430
Journalism (SB1440)	01435

Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.

## ASSOCIATE IN ARTS DEGREE

## JOURNALISM

### ASSOCIATE IN ARTS DEGREE TRANSFER PREPARATION \* (MAJOR CODE: 01430)

Prepares students for four-year programs leading to bachelor's degrees and eventual careers in such fields as newspaper or magazine reporting and editing, book editing, industrial journalism, public relations, advertising, radio and television writing, teaching, and communication research. The courses give students an awareness of the impact of mass media on their lives and an understanding of the skills, concepts, and values used by professional communicators.

### Program Student Learning Outcome Statement:

- Students will be able to apply elements of the Society of Professional Journalists Code of Ethics when writing or evaluating journalism articles and captions.

JOUR 101/COMM 200	Introduction to Mass Communication and Society	3
JOUR 151	News Reporting and Writing	3
JOUR 171	Writing for Publication	3
JOUR 200	Campus Newspaper Production I	4
<b>Complete 6 units from electives</b>		<b>6</b>
<b>Total units</b>		<b>19</b>

**Electives:** ART 121, 159; TELE 110, 180.

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

- \* Students planning to transfer to a four-year college or university should complete courses specific to the transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Transfer Center. See catalog TRANSFER COURSES INFORMATION section on page 45 for further information.

## ASSOCIATE IN ARTS DEGREE

## JOURNALISM FOR TRANSFER

### STUDENT TRANSFER ACHIEVEMENT REFORM (STAR) ACT (SB1440)



### ASSOCIATE IN ARTS DEGREE TRANSFER PREPARATION \* (MAJOR CODE: 01435)

Prepares students for four-year programs leading to Bachelor's degrees and eventual careers in such fields as newspaper or magazine reporting and editing, book editing, industrial journalism, public relations, advertising, radio and television writing, teaching, and communication research. The courses give students an awareness of the impact of mass media on their lives and an understanding of the skills, concepts, and values used by professional communicators.



**REQUIRED CORE: (10 units)**

JOUR 101	Introduction to Mass Communication and Society (3)	
	OR	
COMM 200	Introduction to Mass Communication and Society (3)	3
JOUR 151	News Reporting and Writing	3
JOUR 200	Campus Newspaper Production I	4

**LIST A: select one course (4 units)**

JOUR 201	Campus Newspaper Production II (4)	
JOUR 202	Campus Newspaper Production III (4)	4

**LIST B: select two courses (6–8 units)**

MATH 119	Elementary Statistics (4)	
PSYC 270	Statistical Methods of Psychology (3)	
	OR	
SOC 270	Statistical Methods of Sociology (3)	
COMM 103	Oral Communication (3)	
ECON 101	Principles of Economics I (3)	
	OR	
ECON 102	Principles of Economics II (3)	
PS 102	Introduction to American Government and Politics (3)	
PS 103	Introduction to Comparative Government (3)	
ENGL 116	Critical Thinking and Composition (4)	
PHIL 103	Logic and Critical Thinking (3)	
COMM 160	Argumentation and Debate (3)	

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**Total units** **19–22**

# LANDSCAPE ARCHITECTURE/ LANDSCAPE AND NURSERY TECHNOLOGY

## SCHOOL OF BUSINESS AND TECHNOLOGY

**DEAN:** Mink Stavenga, DBA, Office 470K, 619-482-6569

**DEPARTMENT CHAIR:** Marie Vicario-Fisher, M.S., M.P.H.

**GENERAL DESCRIPTION**

Landscape architecture is the study of principles and practices related to the design and installation of environmentally pleasing landscape designs for homes, parks, commercial buildings, and natural settings. Landscape technology deals with study of the practices of landscape installation methods and landscape maintenance techniques for homes, parks, commercial settings, and utility areas. Golf and sports turf management is the study of the installation and proper management of quality sports fields and golf course turfs. Nursery technology studies the careers of plant propagation, nursery production, and nursery sales. Floral design covers the production of quality floral arrangements, flower shop management, wedding consultations and design, and interiorscaping.

**CAREER OPTIONS**

Below is a sample of the career options available for students majoring in landscape architecture, landscape occupations, nursery occupations, floral design occupations, or golf and sports turf management. Most of these require a certificate or associate degree, some require a bachelor's degree, and a few require a graduate-level degree: landscape contractor, landscape designer, licensed landscape architect, floral designer, assistant floral designer, sprinkler technician, golf course superintendent or assistant superintendent, retail nursery manager, nursery manager, greenhouse technician, floral shop owner or manager, landscape maintenance company owner or manager, or horticultural teacher.

**DEGREE/CERTIFICATE OPTIONS**

**MAJOR CODE**

**Associate in Science Degree: Career/Technical**

Golf and Sports Turf Management	02601
Landscape Architecture	02610
Landscape Occupations	02600

**Nursery Occupations**

Floral Design	02821
Retail Nursery and Plant Production	02822

**Certificate of Achievement:**

Golf and Sports Turf Management	02602
Landscape Architecture	02611
Landscape Occupations	02603

**Nursery Occupations**

Floral Design Emphasis	02823
Retail Nursery and Plant Production	02824

Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.

**ATTENTION SMALL BUSINESS OWNERS AND ENTREPRENEURS:**

Study small business management. Earn a Certificate that combines your education discipline with Entrepreneurship courses. For more information turn to Business Management - Entrepreneurship Education.

