Gain hands-on experience in the various fields of journalism.

Attain the skills you need to discover, present, visualize, and process information with a Bachelor of Arts (B.A.) in journalism. Your degree will prepare you to work in a variety of fields in today's information-rich world with programs that meld journalism, graphic design and computer science.

The journalism major is designed for students to specialize in tracks in advertising, news and public relations.

The advertising track gives you innovative, hands-on experience. Create an advertising campaign for a real nonprofit organization. Build your portfolio. Master the use of social media. Learn to think like an entrepreneur. Our strong internship program can give you a head start on your career.

The news track prepares you for an exciting professional news career through rigorous instruction in writing, reporting and editing as well as experience in ever-evolving new technologies. News today requires command of social media, graphic design and the digital environment as well as traditional writing and interviewing skills.

The public relations track emphasizes writing, strategic thinking, graphic design, event planning and social media. You'll do projects for real clients and develop a strong portfolio that helps you land internships and jobs. Public relations majors attain internships in athletics, the arts, education, politics and the nonprofit and corporate sectors.

WHAT YOU’LL LEARN

• Develop writing, editing, design and more
• Hone your critical thinking skills
• Gain hands-on experience with cutting-edge communication technologies and software

EXPERIENTIAL LEARNING OPPORTUNITIES

Internships are available both on and off campus. Journalism students from Creighton intern at major news organizations, large Fortune 500 and entrepreneurial companies and advertising agencies in Omaha, across the nation and around the world.

Travel the world and create compelling communications pieces that tell the human story in the Ignatian tradition through the Backpack Journalism program.

CAREER OUTLOOK

All faculty have extensive professional experience that equips them to prepare students for exciting careers. Department alumni everywhere assist students and recent graduates seeking internships.

Recent graduates have gone on to work for companies such as Mutual of Omaha, TD Ameritrade, Hallmark, Associated Press, and Omaha World-Herald.

According to Georgetown University Center on Education, the median salary for graduates in the field who hold a bachelor’s degree is $50,000.

CAREER OUTCOMES

Employment Opportunities

Many of our graduates are employed within a few months of graduation. Creighton faculty, and alumni go the extra mile to help graduates find optimal job placements for companies such as:

• Flywheel
• ESPN
• Robert Redford’s Sundance Film
• Gallup
• Nike

Graduate Studies

Many of our students have gone on to prestigious graduate programs and schools, such as:

• University of Washington
• Stanford University
• University of Iowa
• Texas A&M University
• Seattle University
Three tracks are available within the journalism major:

**Bachelor of Arts in Journalism**
- Advertising Track
- News Track
- Public Relations Track

For more details on the full curriculum, visit:
catalog.creighton.edu/undergraduate/arts-sciences/journalism/#degreestext

**STUDENT ORGANIZATIONS AND ACTIVITIES**

**Computer Science Club**
The Computer Science Club is a student-driven club aimed at supporting student networking, providing career resources and bringing industry speakers to campus.

**Backpack Journalism**
Backpack Journalism is a collaborative effort between Journalism, Media & Computing and the Department of Theology. Become a backpack journalist, with a theological perspective, during a study abroad trip. You will help write, shoot and edit a socially conscious documentary and contribute to a multimedia blog. “Mother Kuskokwim,” the 2014 project, won numerous awards.

**The Creightonian**
Write, edit and help lead *The Creightonian*, Creighton’s weekly campus newspaper published every Thursday during the spring and fall semesters. An online edition covers breaking news and offers valuable digital experience.

**Public Relations Student Society of America**
Creighton’s Public Relation Student Society of America brings JM&C students together with professional public relations practitioners and provides career advantages.

**JOURNALISM COURSES**

**Journalism, Media & Computing Department Core Classes:**
- CSC 121 Computers and Scientific Thinking 3
- JRM 215 Information Concepts & Practices 2
- GDE 324 Digital Foundations & Websites 3

Select one of the following (for JM&C core): 3
- JRM 219 Media Writing
- JRM 220 Professional Writing

**Journalism Major Core:**
- JRM 335 History of American Mass Media 3
- JRM 438 Information Ethics
- JRM 529 Law of Mass Communication
- JRM 599 Entrepreneurial Media

**News Track Courses:**
- JRM 327 Social Media 3
- JRM 331 Editing
- GDE 380 Graphic Design I
- JRM 477 Advanced News Production

Select one of the following (for News): 3
- GDE 370 Video and Photo Journalism
- GDE 374 Digital Video

Select one of the following (for News): 3
- JRM 321 Advanced Reporting
- JRM 322 Feature Writing
- JRM 326 Sports Writing

**Public Relations Track Courses:**
- JRM 315 Public Relations/Advertising Principles 3
- JRM 327 Social Media
- JRM 331 Editing
- JRM 341 Public Relations Writing
- JRM 440 Media Research

Select one of the following (for Public Relations): 3
- GDE 370 Video and Photo Journalism
- GDE 374 Digital Video

**Advertising Track Courses:**
- JRM 315 Public Relations/Advertising Principles 3
- JRM 327 Social Media
- JRM 347 Advertising Campaigns
- JRM 433 Advertising Writing
- JRM 440 Media Research
- GDE 374 Digital Video