

MCJ Additional Required Courses — Advertising Option

Students may choose to take five additional courses within the department, or choose one sequence from the options listed below. **A total of 15 units must be completed from this list to complete the degree.**

Note that some courses may have additional prerequisites that must be completed prior to enrollment.

Sequential Options

Option 1: Public Affairs Journalism

1. PLSI 102: California Government and Institutions
2. PLSI 150: Public Policy Making
3. PLSI 154: Congressional Politics
4. PLSI 170: Constitutional Law, the Federal Structure
5. PLSI 175: Water Politics and Policy

Option 2: Local Journalism

1. CRIM 20: Criminal Law
2. CRIM 117: Criminal Legal Process
3. GEOG 81: Introduction to Community Planning
4. GEOG 184: Environmental Planning
5. PLSI 163: Municipal Government

Option 3: Spanish-Language Media

1. SPAN 115: Basic Principles of Translation
2. SPAN 117: Advanced Conversation and Reading
3. SPAN 119: Advanced Grammar
4. SPAN 121A: Composition A
5. SPAN 121B: Composition B

Option 4: Media and Society

1. AFRS 20: Critical Thinking about Race
2. CLAS 30: Critical Thinking in Chicano & Latin American Studies
3. COMM 164: Intercultural Communication
4. SOC 142: Sociology of Popular Culture
5. WS 12: Critical Thinking: Gender Issues

Option 5: Persuasion

1. COMM 163: Social Influence and Attitude Change
2. MKTG 100: Marketing Concepts
3. MKTG 110: Consumer Behavior
4. PSYCH 128: Cognitive Psychology
5. PSYCH 156: Social Psychology

Option 6: Visual Media Production

1. ART 13: Design

2. GD 35: Visual Communication Fundamentals
3. GD 37: Graphic Design: Computer Imaging
4. GD 39: Graphic Design: Computer Layout Design
5. GD 41: Typography

Option 7: Media Performance

1. COMM 100: Theories of Human Communication
2. DRAMA 32: Introduction to Acting
3. DRAMA 150: Acting for Film
4. DRAMA 151: Stage and Production Management
5. DRAMA 187: African-American Theatre

Option 8: Intercultural Media

1. AFRS 20: Critical Thinking about Race
2. CLAS 30: Critical Thinking in Chicano & Latin American Studies
3. COMM 164: Intercultural Communication
4. SSCI 180: Diversity in the U.S.
5. WS 12: Critical Thinking: Gender Issues

Option 9: Environmental Media

1. EES 154: Introductory Earth Science
2. EES 167: Oceans and Atmosphere and Climate
3. GEOG 115: Violent Weather/Climatic Hazards
4. GEOG 128: Environmental Pollution
5. NSCI 115: Environmental Earth and Life Science

Option 10: Entrepreneurship and Media

1. ACCT 4A: Financial Accounting Principles and Systems
2. BA 152: Law for Entrepreneurs
3. ENTR 81: Introduction to Entrepreneurship
4. ENTR 151: Opportunity Assessment
5. MKTG 100S: Marketing Concepts

Department Courses

- MCJ 9: Film Appreciation
- MCJ 17: Photojournalism
- MCJ 60: Introduction to Film Studies
- MCJ 70: Media Theory
- MCJ 102W: Reporting
- MCJ 107: Data Journalism
- MCJ 108: Public Affairs Reporting
- MCJ 109: Law and Order Reporting
- MCJ 110: Scriptwriting for Media
- MCJ 112: Audio Production
- MCJ 113: Advanced Television Studio Production
- MCJ 114W Screenwriting
- MCJ 116: Documentary Film and Video Production
- MCJ 117: Narrative Filmmaking
- MCJ 118S: Corporate and Nonprofit Media Projects
- MCJ 120: Multimedia Production Studio Practicum
- MCJ 121: News Video Production
- MCJ 123: Fresno State Focus Crew
- MCJ 125: Radio Reporting and Podcasting
- MCJ 126: Media Performance
- MCJ 128: TV/Multimedia News Reporting and Production
- MCJ 129: Global Campus Studio
- MCJ 13: Introduction to Studio Video Production
- MCJ 136: Media Projects
- MCJ 157: Public Relations Agency Practicum
- MCJ 177T: Media Topics
- MCJ 190: Independent Study