

INTEGRATED MEDIA

Department Website: Integrated Media (<https://www.gonzaga.edu/college-of-arts-sciences/departments/integrated-media/>)

Gonzaga's Integrated Media Department weaves the related disciplines of Journalism, Digital Media Production and Public Relations into an environment where students can learn and hone their writing, interviewing, strategic communications and technological skills while specializing in a path that becomes a bridge to a career or to further scholarship in graduate school.

The Integrated Media Department offers majors and minors in Digital Media Production, Broadcast Journalism, Journalism, Public Relations, and Visual Literacy.

The Integrated Media programs strive to guide students toward academic excellence and tangible career goals. The curriculum reflects the Jesuit, Catholic character and liberal arts tradition of Gonzaga.

Students have many opportunities to develop and experiment with storytelling and strategic communication techniques using multiple platforms and methods, learning through the lens of social justice and Ignatian pedagogy.

The coursework in Integrated Media programs balances development of the skills and use of technology required of professionals with philosophical grounding in ethical and proficient communications.

In addition to coursework in traditional classroom settings, students engage in hands-on work in computer labs equipped with software applications that allow students to experience a contemporary news and video-editing environment.

Students further polish the tools of skillful and responsible communication through internships in professional environments, for which academic credit is available.

Campus media outlets that include GUTV and KAGU-FM, Gonzaga's television and radio stations, and The Gonzaga Bulletin (gonzagabulletin.com), the student newspaper, offer opportunities for students to hone media skills learned in the classroom. In addition, stories created for these media entities become substantial portfolio pieces for applications to graduate schools and for internships and employment.

Experiential learning in the broadcast, journalism and public relations arenas are hallmarks of the department.

Integrated Media Department Foundation Course Work:

Majors within the Integrated Media Department are required to complete the following Integrated Media foundation course work:

Code	Title	Hours
INMD 101	Media Literacy	3
INMD 360	Media Law	3

Minors within the Integrated Media Department are required to complete the Integrated Media foundation course work:

Code	Title	Hours
INMD 101	Media Literacy ¹	3

¹ Note: No upper-division courses except INMD 60 may be applied to two separate majors and/or minors within the Integrated Media Department without approval of the Department Chair.

Digital Media Production (BA) Major Program Requirements

Code	Title	Hours
Lower Division		
INMD 101	Media Literacy	3
DGMP 204	Foundations of Audio Production	3
DGMP 205	Digital Video Production I	3
Select one of the following:		
JOUR 110	Journalistic Writing	3
DGMP 272/ FILM 262	Introduction to Filmmaking	3
Upper Division		
DGMP 305	Digital Video Production II	3
DGMP 370	Broadcast Journalism	3
DGMP 369	Multi Camera Production	3
DGMP 320	Image Communication	3
DGMP 469	Digital Media Production Capstone	3
INMD 360	Media Law	3
JOUR 470	Documentary Filmmaking	3
DGMP, INMD, JOUR, or PRLS 300-400 electives		3

Journalism (BA) Major Program Requirements

Code	Title	Hours
Lower Division		
INMD 101	Media Literacy	3
JOUR 110	Journalistic Writing	3
JOUR 210	Civic Journalism	3
JOUR 220	Student Media Writing Lab	1
JOUR 230	Student Media Editing Lab	1
JOUR 270	Photojournalism	3
JOUR 280	Design and Editing	3
Upper Division		
INMD 360	Media Law	3
JOUR 310	Public Affairs Reporting	3
JOUR 350	History of Journalism	3
JOUR 370	Emerging Media	3
JOUR 440	Seminar: Media and Democracy	3
JOUR 300-400 level electives		6
JOUR 499	Capstone Project	1
Total Hours		39

Public Relations (BA) Major Program Requirements

Code	Title	Hours
Lower Division		
INMD 101	Media Literacy	3
JOUR 110	Journalistic Writing	3
PRLS 260	Public Relations Principles	3
Upper Division		
INMD 360	Media Law	3
PRLS 310	Writing for Public Relations	3
PRLS 340	Public Relations Speech Writing and Delivery	3
PRLS 360	Strategic Communications	3
PRLS 450	Organizational Issues for Public Relations	3
PRLS 460	Public Relations Campaign	3
PRLS 470	Public Relations Internship Course ¹	3
PRLS 480	Public Relations Capstone	3
DGMP, JOUR, PRLS 300-400 Level Electives		3
Total Hours		36

¹ A 300-400 level, three-credit Integrated Media Department elective shall be substituted for an internship if the student does not meet a minimum cumulative 3.00 GPA prior taking the course.

Broadcast Journalism Minor

Program Requirements

Code	Title	Hours
INMD 101	Media Literacy	3
DGMP 204	Foundations of Audio Production	3
DGMP 205	Digital Video Production I	3
JOUR 110	Journalistic Writing	3
Upper Division		
DGMP 369	Multi Camera Production	3
DGMP 370	Broadcast Journalism	3
Upper division DGMP or JOUR electives		3

Journalism Minor Program Requirements

Code	Title	Hours
Lower Division		
INMD 101	Media Literacy	3
JOUR 110	Journalistic Writing	3
JOUR 220	Student Media Writing Lab	1
JOUR 270	Photojournalism	3
Upper Division		
JOUR 440	Seminar: Media and Democracy	3
JOUR 300-400 level electives		6
Total Hours		19

Public Relations Minor Program Requirements

Code	Title	Hours
Lower Division		
INMD 101	Media Literacy	3
JOUR 110	Journalistic Writing	3
PRLS 260	Public Relations Principles	3
Upper Division		
PRLS 310	Writing for Public Relations	3
PRLS 360	Strategic Communications	3
DGMP, INMD, JOUR, or PRLS 300-400 Level Elective		3
Total Hours		18

Courses

INMD 101. Media Literacy. (3 Credits)

An overview of the array of media platforms from which society garners its information. Coursework hones an understanding of the theories, history, technologies, and social impact of media. The course also provides a frame of reference for analysis of the use of evolving media technologies, both in creating and consuming content, with a goal of enabling students to critically evaluate the media and their messages. Required first course for all Integrated Media majors and minors. Fall and Spring.

Course Fee: 10

INMD 193. FYS. (3 Credits)

The First-Year Seminar (FYS) introduces new Gonzaga students to the University, the Core Curriculum, and Gonzaga's Jesuit mission and heritage. While the seminars will be taught by faculty with expertise in particular disciplines, topics will be addressed in a way that illustrates approaches and methods of different academic disciplines. The seminar format of the course highlights the participatory character of university life, emphasizing that learning is an active, collegial process.

INMD 360. Media Law. (3 Credits)

A study of major facets of communications law, including libel, privacy and copyright, and their effects on print, digital and online media. Fall and Spring.

Prerequisites: INMD 101 with a minimum grade of D or BMIS 245 with a minimum grade of D

Course Fee: 10

Enrollment limited to students with a semester level of Fourth Year (96+ credits), Second Year (26-59.99 credits) or Third Year (60-95.99 credits).

INMD 410. Special Topics. (3 Credits)

May be repeated for credit.

Course content focuses on emerging issues and topics that relate to media and media practices.

Prerequisites: INMD 101 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

INMD 498. Visual Literacy Capstone. (1 Credit)

The Visual Literacy Capstone reflects on and synthesizes the multitude of visual production techniques addressed throughout the Visual Literacy minor. Students will utilize lessons learned throughout the minor as they turn their focus to the discussion and presentation of their own creative work. As students unpack and summate these lessons, they will create digital portfolios, write artist statements, and explore different ways of professionally sharing and drawing attention to their work. Lab fee.

Prerequisites: INMD 101 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits).

Enrollment is limited to students with a program in Visual Literacy.