



# Environment & Science Communication

M.A./B.A. DUAL DEGREE



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

**156 total credit hours**

120 undergraduate  
36 graduate

This program is a unique partnership between the **School of Media and Journalism** and the **Curriculum in Environment and Ecology** at the University of North Carolina at Chapel Hill, with support from **Honors Carolina**. Students earn a bachelor's degree in environmental studies and master's in mass communication in as little as five years. It is a fast track to careers at nonprofits, eco-conscious businesses, or media organizations. And though the program is rigorous, no GRE is required for admission. Early advising is important to success in this program, so book an appointment with an advisor today!

## B.A. in Environmental Studies

Years 1-3		
Fall	Spring	Summer
	▶	

✦ **General College requirements**

✦ **Major requirements**, including five courses in one of the below concentrations or the sustainability track

### Concentrations

- Agriculture and health
- Ecology and society
- Environmental behavior and decision-making
- Population, environment and development

✦ **Courses in media and journalism**, chosen from one of the following options:

- Major in media and journalism (double major with environmental studies)
- Minor in media and journalism
- Minimum of three courses as outlined in the grid below

**Applications due** January of Year 3: conditional admission granted late February

## Pathways to the M.A. in Mass Communication

A student chooses a master's specialization area in media and journalism, from which the classes required to fulfill a three-course minimum\*, a minor or a second major align. These three options, or pathways, are designed to form the basis of the student's master's work.

*^Choice among courses*

M.A. specialization	Option 1 Major specialization	Option 2 Minor specialization	Option 3 Three-course minimum
<b>Strategic communication</b>	Advertising Public relations Strategic communication	Advertising Public relations	137 Principles of Advertising and PR 332 Public Relations Writing 475 <sup>^</sup> Concepts of Marketing 531 <sup>^</sup> Case Studies in Public Relations
<b>Journalism</b>	Business journalism Reporting Broadcast & electronic journalism	Business journalism Reporting Broadcast & electronic journalism	153 Writing and Reporting 221 Audio-Video Information Gathering 157 <sup>^</sup> Editing 252 <sup>^</sup> Audio Journalism 253 <sup>^</sup> Public Affairs Reporting
<b>Visual communication: photo/video</b>	Visual communication: graphic design Visual communication: interactive	Visual communication	180 Beginning Photojournalism 181 Intermediate Photojournalism 221 Audio-Video Information Gathering
<b>Visual communication: graphic design</b>	Visual communication: photo Visual communication: interactive	Visual communication	182 Intro to Graphic Design 187 Intro to Interactive Multimedia One other approved graphics or interactive course
<b>Visual communication: interactive</b>	Visual communication: photo Visual communication: graphic design	Visual communication	182 Intro to Graphic Design 187 Intro to Interactive Multimedia One other approved graphics or interactive course





Conditionally admitted applicants to the dual degree program enroll in up to three required M.A. courses in their fourth year. These courses must align with the student's chosen M.A. specialization. Incoming dual-degree students are required to participate in orientation before they begin to take master's-level courses. Orientation is typically held the week before fall classes begin. An information packet is mailed early summer. At orientation, students are assigned a temporary faculty adviser to help select appropriate courses for the fall semester. Official acceptance by the Graduate School is timed with conferment of B.A. degree.

**Official acceptance** by UNC Graduate School

M.A. specialization	Fall semester	Spring semester
<b>Strategic communication</b>	701 Mass Communication Research Methods 730 Public Relations Foundations	732 Public Relations and Strategic Writing
<b>Journalism</b>	701 Mass Communication Research Methods 753 Reporting and Writing News	890 Narrative Journalism
<b>Visual communication: photo/video</b>	701 Mass Communication Research Methods 753 Reporting and Writing News	480 Advanced Photojournalism
<b>Visual communication: graphic design</b>	701 Mass Communication Research Methods 753 Reporting and Writing News	581 Multimedia Design
<b>Visual communication: interactive</b>	701 Mass Communication Research Methods 753 Reporting and Writing News	583 Multimedia Programming and Production

**M.A. in Mass Communication**



Students must complete 36 credit hours at the post-baccalaureate level for their master's degree. This consists of 33 hours of coursework in media and journalism and three hours of non-traditional thesis credits. In the final summer semester, students will produce an M.A. thesis project. Courses are chosen and final thesis projects are completed in consultation with advisers in the UNC School of Media and Journalism.

**Completion of master's degree** with final exam and final thesis project

M.A. specialization	Fall semester	Spring semester
<b>Strategic communication</b>	479 Market Intelligence 740 Media Law 782 Multimedia Storytelling 1 M.A. course	470 Digital Advertising and Marketing Independent Study with Chair 2 M.A. courses
<b>Journalism</b>	740 Media Law 754 Specialized Reporting 782 Multimedia Storytelling 1 M.A. course	Independent Study with Chair 3 M.A. courses
<b>Visual communication: photo/video</b>	481 Documentary Photojournalism 582 Multimedia Narratives 740 Media Law 1 M.A. course	584 Documentary Multimedia Storytelling Independent Study with Chair 2 M.A. courses
<b>Visual communication: graphic design</b>	586 Intermediate Interactive Media 740 Media Law 2 M.A. courses	583 Multimedia Programming and Production Independent Study with Chair 2 M.A. courses
<b>Visual communication: interactive</b>	581 Multimedia Design 586 Intermediate Interactive Media 740 Media Law 1 M.A. course	Independent Study with Chair 3 M.A. courses