



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 **Hussman School of Journalism and Media** and the **Environment, Ecology and Energy Program** at the University of North Carolina at Chapel Hill. Students earn a bachelor's degree in environmental studies or environmental science, and master's in media and 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 for success in this program, so book an appointment with an advisor today!

B.A. in Environmental Studies or B.S. in Environmental Science

Years 1-3		
Fall	Spring	Summer
	▼	

+ **General College requirements**

+ **Major requirements**, chosen from among these options

B.A. Concentrations

- Agriculture and Health
- Ecology and Society
- Environmental Behavior and Decision-making
- Population, Environment and Development

B.S. Concentrations

- Ecology and Natural Resources
- Environment and Health
- Water and Climate

B.S. Quantitative Energy Systems Track

B.A. Sustainability Track

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

- Major in media and journalism (double major with environmental studies/science)
- 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 Media and Communication

A student chooses an M.A. program of study that aligns with one of three options: a three-course minimum, a minor, or a second major in media and journalism.

MEJO minor applications accepted between Oct. 15 and Jan. 15 of Year 2 or 3.

M.A. program of study	Option 1 Major area of study	Option 2 Minor sub-plan	Option 3 Three-course minimum
Strategic communication	Advertising and Public Relations	Advertising and Public Relations	137 Principles of Advertising and PR 332 Public Relations Writing Prerequisite: 153 Writing and Reporting One of: 475 Concepts of Marketing 531 Case Studies in Public Relations
Journalism	Journalism	Journalism	121 Intro to Digital Storytelling 153 Writing and Reporting One of: 157 News Editing 252 Audio Journalism 253 Intro to Public Affairs Reporting
Visual Communication (photo/video)	Journalism <i>Courses for major must include MEJO 121, 180 and 489.</i>	Journalism <i>Courses for minor must include MEJO 121, 180 and 489.</i>	121 Intro to Digital Storytelling 180 Foundations of Photojournalism 489 Photojournalism, Lighting, and Business Techniques
Visual communication (interactive/graphic)	Journalism <i>Courses for major must include MEJO 121, 182 and 187.</i>	Journalism <i>Courses for minor must include MEJO 121, 182 and 187.</i>	121 Intro to Digital Storytelling 182 Foundations of Graphic Design 187 Foundations of Interactive Media



Conditionally admitted applicants to the dual-degree program enroll in three required master's courses in their fourth year. These courses must align with the student's chosen master's program of study. The students are required to participate in orientation, typically held the week before fall classes begin, before they begin to take master's-level courses. At orientation, each student is assigned a temporary faculty adviser to help select appropriate courses for the fall semester. Official acceptance by the UNC Graduate School is timed with conferment of bachelor's degree.

Official acceptance by UNC Graduate School

M.A. specialization	Fall semester	Spring semester
Strategic communication	701 Strategic Comm. Research Methods 730 Public Relations Foundations	732 Public Relations and Strategic Writing
Journalism	753 Reporting and Writing News 790 Research Literacy for Practitioners	755 Narrative Journalism
Visual communication: (photo/video)	753 Reporting and Writing News 790 Research Literacy for Practitioners	581 User Experience Design and Usability
Visual communication (interactive/graphic)	753 Reporting and Writing News 790 Research Literacy for Practitioners	581 User Experience Design and Usability

M.A. in Media and 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 a master's thesis project. Courses are chosen and final thesis projects are completed in consultation with advisers in the Hussman School.

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

M.A. specialization	Fall semester	Spring semester
Strategic communication	479 Market Intelligence 740 Media Law 782 Digital Storytelling 1 other required course/graduate elective	900 Independent Study (with chair) 3 other required courses/graduate electives
Journalism	740 Media Law 782 Digital Storytelling 2 other journalism/graduate electives	900 Independent Study (with chair) 3 other journalism/graduate electives
Visual communication (photo/video)	740 Media Law 3 other required courses/graduate electives	900 Independent Study (with chair) 3 other required courses/graduate electives
Visual communication (interactive/graphic)	740 Media Law 3 other required courses/graduate electives	900 Independent Study (with chair) 3 other required courses/graduate electives

Need more info? Get links to detailed undergraduate requirements and master's course options at esc.web.unc.edu/curriculum.

Questions? Contact the Hussman School at mjgrad@unc.edu.