

Journalism and Mass Communication, BA

Media writing and visual storytelling form the core of the undergraduate major in journalism and mass communication. Students are required to take introduction, foundation, application, and capstone courses offered by the school; they develop professional skills while studying the historical, legal, cultural, and institutional roles of media in society. They also complete extensive academic work outside the major, consistent with the university's commitment to the liberal arts and sciences.

First-year students completing a major in journalism and mass communication are advised at the Academic Advising Center. Students who have earned 30 s.h. or more and have declared the journalism and mass communication major are advised by one of the journalism and mass communication academic advisors.

Transfer Students

The School of Journalism and Mass Communication may accept transfer credit earned at other institutions. A maximum of 15 s.h. of approved transfer credit may be applied to the major in journalism and mass communication unless the transfer institution has an approved articulation agreement with the School of Journalism and Mass Communication to count additional coursework. Some journalism coursework taken at other schools may be used to fulfill the GE CLAS Core and/or second area of study requirements. Additional transfer coursework may be used to fulfill the second area of study requirements if accepted by the second area of study program.

Students who wish to apply transfer credit toward School of Journalism and Mass Communication requirements must discuss the proposed transfer credit with a journalism advisor and must have approval from the head of undergraduate studies.

Learning Outcomes

Students will learn to:

- write correctly and clearly;
- conduct research and evaluate information critically;
- present images and information effectively;
- use media tools and technologies appropriately;
- apply basic numerical and statistical concepts accurately;
- evaluate work for accuracy, fairness, style, and clarity; and
- create audience-aware, culturally responsive communication.

Students will explore:

- the multicultural history of media professionals and institutions; and
- the role of media in shaping cultures.

Students will value:

- the First Amendment and free speech;
- equity and inclusion for a diverse global community; and
- ethical principles in pursuit of truth, accuracy, and fairness.

Requirements

The Bachelor of Arts with a major in journalism and mass communication requires a minimum of 120 s.h., including at least 43 s.h. in journalism and mass communication courses, plus a second major, certificate, or minor (see the section titled "Second Area of Study"). Students must maintain a grade-point average of at least 2.00 in the major. All students must complete the College of Liberal Arts and Sciences GE CLAS Core.

Students may count a maximum of 56 s.h. earned in School of Journalism and Mass Communication courses (prefix JMC) toward the 120 s.h. required for the degree. Journalism and mass communication majors who also complete another major or minor offered by the School of Journalism and Mass Communication must earn a minimum of 56 s.h. from courses offered outside of the school.

Students may choose to complete the BA with a major in journalism and mass communication without a track or declare one of three optional tracks: multimedia production and design, reporting and writing, or strategic communication. All students must complete the introduction and foundation course requirements. Application and capstone course requirements vary for each track.

Each student works with an assigned educational advisor and/or faculty mentor to develop a study plan that meets the major's requirements. Requirements for the major are consistent with the program's accreditation requirements; the school cannot make exceptions.

The BA with a major in journalism and mass communication requires the following coursework.

| Requirements | Hours |
|--------------------------------------|-------|
| Introduction Courses | 7 |
| Foundation Courses | 15 |
| Application Courses | 18 |
| Capstone Course | 3 |
| Experiential Learning Course: SCRIPT | |
| Second Area of Study | |

Introduction Courses

Students must complete these courses before they enroll in JMC:2010 Reporting and Writing or JMC:2020 Multimedia Storytelling. Students must complete these courses except for JMC:1600 Writing Fundamentals before enrolling in JMC:2030 Visual Communication and Design.

| Course # | Title | Hours |
|--|--|-------|
| One of these completed with a grade of C-minus or higher: | | |
| JMC:1100 | Introduction to Media Effects | 3 |
| JMC:1200 | Introduction to Media and Culture | 3 |
| JMC:1500 | Introduction to Social Media | 3 |
| Both of these completed with a grade of C-minus or higher: | | |
| JMC:1300 | Introduction to Journalism and Strategic Communication | 3 |
| JMC:1600 | Writing Fundamentals | 1 |

Foundation Courses

Before students enroll in most Writing/Storytelling courses, they must complete JMC:2010 and JMC:2020. Before students enroll in a Designing/Producing course, they must complete JMC:2020 and JMC:2030.

| Course # | Title | Hours |
|---|---------------------------------|-------|
| All three of these completed with a grade of C-minus or higher: | | |
| JMC:2010 | Reporting and Writing | 3 |
| JMC:2020 | Multimedia Storytelling | 3 |
| JMC:2030 | Visual Communication and Design | 3 |
| And both of these: | | |
| JMC:2600 | Freedom of Expression | 3 |
| JMC:2700 | Media Ethics | 3 |

Application Courses

Managing/Planning

All students take one managing/planning course. The list of acceptable courses varies according to optional tracks.

Managing/Planning—No Optional Track and Multimedia Production and Design Track

| Course # | Title | Hours |
|---------------|---|-------|
| One of these: | | |
| JMC:3500 | Topics in Managing/Planning | 3 |
| JMC:3505 | Audiences and Analytics | 3 |
| JMC:3510 | Media and Marketing Research | 3 |
| JMC:3520 | Business of Media: Profits, People, and Power | 3 |
| JMC:3530 | Social Media Marketing | 3 |
| JMC:3540 | The Business of Sport Communication | 3 |
| JMC:3550 | Editing | 3 |
| JMC:3720 | Nonprofit Communications | 3 |

Managing/Planning—Reporting and Writing Track

| Course # | Title | Hours |
|---------------|---|-------|
| One of these: | | |
| JMC:3500 | Topics in Managing/Planning (advisor input required for course topic) | 3 |
| JMC:3505 | Audiences and Analytics | 3 |
| JMC:3510 | Media and Marketing Research | 3 |
| JMC:3520 | Business of Media: Profits, People, and Power | 3 |
| JMC:3540 | The Business of Sport Communication | 3 |
| JMC:3550 | Editing | 3 |

Managing/Planning—Strategic Communication Track

| Course # | Title | Hours |
|---------------|---|-------|
| One of these: | | |
| JMC:3500 | Topics in Managing/Planning (advisor input required for course topic) | 3 |
| JMC:3505 | Audiences and Analytics | 3 |
| JMC:3510 | Media and Marketing Research | 3 |
| JMC:3520 | Business of Media: Profits, People, and Power | 3 |
| JMC:3530 | Social Media Marketing | 3 |
| JMC:3540 | The Business of Sport Communication | 3 |
| JMC:3720 | Nonprofit Communications | 3 |

Understanding Media

All students complete one course from the following list.

| Course # | Title | Hours |
|---------------|--|-------|
| One of these: | | |
| JMC:2101 | Digital Media and the Future of Sport | 3 |
| JMC:3116 | Media and Global Cultures | 3 |
| JMC:3118 | Political Communication | 3 |
| JMC:3122 | Influencers, Artificial Intelligence, and Digital Games | 3 |
| JMC:3123 | Advocacy Communication | 3 |
| JMC:3124 | Entertainment Media | 3 |
| JMC:3142 | Media and Social Change | 3 |
| JMC:3150 | Media and Health | 3 |
| JMC:3165 | African Americans and the Media | 3 |
| JMC:3175 | Gender and Mass Media | 3 |
| JMC:3182 | Sport, Scandal, and Strategic Communication in Media Culture | 3 |
| JMC:3183 | Sport and the Media | 3 |
| JMC:3184 | Narrative Sports Journalism | 3 |
| JMC:3185 | Topics in Understanding Media | 3 |
| JMC:3186 | Athletes, Activism, and Social Media | 3 |
| JMC:3187 | American College Athletics: A Big Money Tradition Unlike Any Other | 3 |
| JMC:3188 | Staging the World's Game: Soccer and Media | 3 |
| JMC:3191 | Journalism and Mass Communication Theories | 3 |

Designing/Producing

All students select designing/producing courses from the following list; the number of required courses in this category varies according to optional tracks. Students who do not declare an optional track and students on the strategic communication track must take two Designing/Producing courses. Students on the multimedia production and design track must take three Designing/Producing courses. Students

on the reporting and writing track must take one Designing/Producing course.

| Course # | Title | Hours |
|----------|------------------------------------|-------|
| JMC:3600 | Topics in Designing/Producing | 3 |
| JMC:3603 | Newscast Production | 3 |
| JMC:3610 | Graphic Design | 3 |
| JMC:3611 | Web Design | 3 |
| JMC:3612 | Nonfiction Narrative Podcasting | 3 |
| JMC:3630 | Photography | 3 |
| JMC:3640 | Information and Data Visualization | 3 |
| JMC:3650 | Video Production | 3 |
| JMC:3660 | Audio Production | 3 |
| JMC:3670 | Social Media Production | 3 |

Writing/Storytelling

All students take writing/storytelling courses. The number of courses needed and the list of acceptable courses vary according to optional tracks.

Writing/Storytelling—No Optional Track

| Course # | Title | Hours |
|---------------|--|-------|
| Two of these: | | |
| JMC:3400 | Topics in Writing/Storytelling | 3 |
| JMC:3401 | Beat Reporting and Writing | 3 |
| JMC:3403 | Public Affairs Reporting and Writing | 3 |
| JMC:3408 | Investigative Reporting and Writing | 3 |
| JMC:3410 | Magazine Reporting and Writing | 3 |
| JMC:3411 | Newscast Reporting and Writing | 3 |
| JMC:3412 | Strategic Communication Writing | 3 |
| JMC:3413 | Sports Writing | 3 |
| JMC:3414 | Basic Elements of Book Writing | 3 |
| JMC:3415 | Writing Across Cultures | 3 |
| JMC:3420 | Content Marketing | 3 |
| JMC:3421 | Sport Content Marketing | 3 |
| JMC:3425 | Personal Branding | 3 |
| JMC:3430 | Political Public Relations | 3 |
| JMC:3436 | Cross-Platform Storytelling | 3 |
| JMC:3440 | Multimedia Narratives | 3 |
| JMC:3445 | Journalistic Writing in Spanish | 3 |
| JMC:3460 | Arts and Culture Reporting and Writing | 3 |
| JMC:3470 | Narrative Journalism | 3 |
| JMC:3490 | Feature Reporting and Writing | 3 |

Writing/Storytelling—Multimedia Production and Design Track

| Course # | Title | Hours |
|---------------|--------------------------------|-------|
| One of these: | | |
| JMC:3400 | Topics in Writing/Storytelling | 3 |

| | | |
|----------|--|---|
| JMC:3401 | Beat Reporting and Writing | 3 |
| JMC:3403 | Public Affairs Reporting and Writing | 3 |
| JMC:3408 | Investigative Reporting and Writing | 3 |
| JMC:3410 | Magazine Reporting and Writing | 3 |
| JMC:3411 | Newscast Reporting and Writing | 3 |
| JMC:3412 | Strategic Communication Writing | 3 |
| JMC:3413 | Sports Writing | 3 |
| JMC:3414 | Basic Elements of Book Writing | 3 |
| JMC:3415 | Writing Across Cultures | 3 |
| JMC:3420 | Content Marketing | 3 |
| JMC:3421 | Sport Content Marketing | 3 |
| JMC:3425 | Personal Branding | 3 |
| JMC:3430 | Political Public Relations | 3 |
| JMC:3436 | Cross-Platform Storytelling | 3 |
| JMC:3440 | Multimedia Narratives | 3 |
| JMC:3445 | Journalistic Writing in Spanish | 3 |
| JMC:3460 | Arts and Culture Reporting and Writing | 3 |
| JMC:3470 | Narrative Journalism | 3 |
| JMC:3490 | Feature Reporting and Writing | 3 |

Writing/Storytelling—Reporting and Writing Track

| Course # | Title | Hours |
|-------------------|--|-------|
| One of these: | | |
| JMC:3401 | Beat Reporting and Writing | 3 |
| JMC:3403 | Public Affairs Reporting and Writing | 3 |
| And two of these: | | |
| JMC:3400 | Topics in Writing/Storytelling (advisor input required for course topic) | 3 |
| JMC:3401 | Beat Reporting and Writing (if not taken as a required course) | 3 |
| JMC:3403 | Public Affairs Reporting and Writing (if not taken as a required course) | 3 |
| JMC:3408 | Investigative Reporting and Writing | 3 |
| JMC:3410 | Magazine Reporting and Writing | 3 |
| JMC:3411 | Newscast Reporting and Writing | 3 |
| JMC:3413 | Sports Writing | 3 |
| JMC:3414 | Basic Elements of Book Writing | 3 |
| JMC:3415 | Writing Across Cultures | 3 |
| JMC:3425 | Personal Branding | 3 |
| JMC:3436 | Cross-Platform Storytelling | 3 |
| JMC:3440 | Multimedia Narratives | 3 |

| | | |
|----------|--|---|
| JMC:3445 | Journalistic Writing in Spanish | 3 |
| JMC:3460 | Arts and Culture Reporting and Writing | 3 |
| JMC:3470 | Narrative Journalism | 3 |
| JMC:3490 | Feature Reporting and Writing | 3 |

Writing/Storytelling—Strategic Communication Track

| Course # | Title | Hours |
|-------------------|--|-------|
| This course: | | |
| JMC:3412 | Strategic Communication Writing | 3 |
| And one of these: | | |
| JMC:3400 | Topics in Writing/Storytelling (advisor input required for course topic) | 3 |
| JMC:3420 | Content Marketing | 3 |
| JMC:3421 | Sport Content Marketing | 3 |
| JMC:3425 | Personal Branding | 3 |
| JMC:3430 | Political Public Relations | 3 |
| JMC:3436 | Cross-Platform Storytelling | 3 |
| JMC:3440 | Multimedia Narratives | 3 |

Capstone Course

All students must take one capstone class. The list of acceptable courses varies according to optional tracks.

No Optional Track

| Course # | Title | Hours |
|---------------|--|-------|
| One of these: | | |
| JMC:4100 | Advanced Topics in Writing/Storytelling | 3 |
| JMC:4105 | Iowa Community News | 3 |
| JMC:4115 | Enterprise Reporting and Writing | 3 |
| JMC:4125 | Advanced Strategic Storytelling | 3 |
| JMC:4300 | Photo Storytelling | 3 |
| JMC:4310 | Advanced Topics in Designing/Producing | 3 |
| JMC:4315 | Strategic Communication Campaigns | 3 |
| JMC:4325 | Advanced Newscast Writing and Production | 3 |
| JMC:4335 | Multimedia Production for Publication | 3 |
| JMC:4345 | Audio and Video Storytelling | 3 |
| JMC:4350 | Advanced Graphic Design | 3 |
| JMC:4360 | Visual Branding and Design | 3 |
| JMC:4400 | Capstone | 3 |

Multimedia Production and Design Track

| Course # | Title | Hours |
|---------------|---|-------|
| One of these: | | |
| JMC:4100 | Advanced Topics in Writing/Storytelling (advisor input required for course topic) | 3 |

| | | |
|----------|--|---|
| JMC:4105 | Iowa Community News | 3 |
| JMC:4125 | Advanced Strategic Storytelling | 3 |
| JMC:4300 | Photo Storytelling | 3 |
| JMC:4310 | Advanced Topics in Designing/Producing | 3 |
| JMC:4325 | Advanced Newscast Writing and Production | 3 |
| JMC:4335 | Multimedia Production for Publication | 3 |
| JMC:4345 | Audio and Video Storytelling | 3 |
| JMC:4350 | Advanced Graphic Design | 3 |
| JMC:4360 | Visual Branding and Design | 3 |
| JMC:4400 | Capstone (advisor input required for course topic) | 3 |

Reporting and Writing Track

| Course # | Title | Hours |
|---------------|--|-------|
| One of these: | | |
| JMC:4100 | Advanced Topics in Writing/Storytelling | 3 |
| JMC:4105 | Iowa Community News | 3 |
| JMC:4115 | Enterprise Reporting and Writing | 3 |
| JMC:4125 | Advanced Strategic Storytelling | 3 |
| JMC:4325 | Advanced Newscast Writing and Production | 3 |
| JMC:4335 | Multimedia Production for Publication | 3 |
| JMC:4345 | Audio and Video Storytelling | 3 |
| JMC:4400 | Capstone (advisor input required for course topic) | 3 |

Strategic Communication Track

| Course # | Title | Hours |
|---------------|---|-------|
| One of these: | | |
| JMC:4100 | Advanced Topics in Writing/Storytelling (advisor input required for course topic) | 3 |
| JMC:4125 | Advanced Strategic Storytelling | 3 |
| JMC:4315 | Strategic Communication Campaigns | 3 |
| JMC:4335 | Multimedia Production for Publication | 3 |
| JMC:4345 | Audio and Video Storytelling | 3 |
| JMC:4360 | Visual Branding and Design | 3 |
| JMC:4400 | Capstone (advisor input required for course topic) | 3 |

Experiential Learning Requirement: SCRIPT

Every student majoring in journalism and mass communication must complete at least one experiential education course from Study Abroad, Community Engagement, Research, Internship, Professional Practice, or Teaching (SCRIPT). Courses that satisfy the SCRIPT requirement are as follows.

Study Abroad

Any study abroad program is accepted, including global internships, virtual programs, short-term faculty-led programs, and summer, semester, or year-long coursework abroad. Study abroad courses typically have a prefix of ABRD or INTL. More information on course options can be found in the Study Abroad section of the catalog.

Community Engagement

Community-engaged courses (CEC) administered by the School of Journalism and Mass Communication, as designated by the Office of Community Engagement, may be used for this requirement.

| Course # | Title | Hours |
|-----------|---------------------------------|-------|
| JMC:3720 | Nonprofit Communications | 3 |
| EVNT:3154 | Foundations of Event Management | 3 |
| EVNT:3260 | Event Management Workshop | 3 |

Research

Research with faculty oversight including research assistantships (RAs), independent student research projects, and research-driven courses as determined by the School of Journalism and Mass Communication may be used for this requirement.

| Course # | Title | Hours |
|-----------|---|-------|
| JMC:4920 | Undergraduate Research | 0-3 |
| JMC:4955 | Honors Project | 3 |
| SPST:4999 | Honors Project | 1-3 |
| URES:3992 | Undergraduate Research and Creative Projects | 0 |
| URES:3993 | Undergraduate Research and Creative Projects | 1-4 |
| URES:3994 | Undergraduate Research and Creative Projects | 1-4 |
| URES:3995 | Independent Creative Research by Undergraduates Summer Internship | 0 |

Internship

Both academic and non-credit internship courses are accepted.

| Course # | Title | Hours |
|-----------|---|-------|
| JMC:2005 | Preparing for Internship Success Seminar | 1-2 |
| JMC:2100 | Internship in Journalism and Mass Communication | 0-3 |
| JMC:3700 | Nonprofit Internship | 3 |
| CCP:1201 | Academic Internship | 1-3 |
| EVNT:2110 | Internship in Event Management | 3 |
| SMC:3600 | Internship in Sport and Media | 1-3 |
| SPST:3600 | Internship in Sport and Culture | 1-3 |

Professional Practice

Professional practice includes academic media experiences led by faculty and non-credit participation in student media.

| Course # | Title | Hours |
|----------|--|-------|
| JMC:2350 | Student Media Experience | 0 |
| JMC:2400 | Journalism and Mass Communication Media Experience | 1-3 |
| JMC:2410 | Adler Agency | 1-3 |
| JMC:2415 | Prep Sports Report | 1-3 |
| SMC:2400 | Sport Media and Culture Experience | 1-3 |

Teaching

Undergraduate teaching assistantships (UTA), peer mentorships, and executive leadership roles in student media may be used for this requirement.

| Course # | Title | Hours |
|-----------|----------------|-------|
| JMC:3000 | Peer Assistant | 0 |
| CLAS:4100 | Peer Assistant | 1-2 |

Optional Journalism Electives

Students may earn elective credit by completing additional journalism and mass communication courses (prefix JMC), but they may not exceed a maximum of 56 s.h. earned in the School of Journalism and Mass Communication toward the 120 s.h. required for the degree.

| Course # | Title | Hours |
|----------|--|-------|
| JMC:1000 | First-Year Seminar | 1-2 |
| JMC:1050 | Sport and the Media | 3 |
| JMC:1800 | Environmental Communication | 3 |
| JMC:2001 | Exploring Nonprofits: Communities, Communication, and Changemakers | 3 |
| JMC:2005 | Preparing for Internship Success Seminar | 1-2 |
| JMC:2084 | Sport and Film | 3 |
| JMC:2100 | Internship in Journalism and Mass Communication | 0-3 |
| JMC:2150 | News and Knowledge: Chinese Culture, History, and Journalism | 1 |
| JMC:2400 | Journalism and Mass Communication Media Experience | 1-3 |
| JMC:2410 | Adler Agency | 1-3 |
| JMC:2415 | Prep Sports Report | 1-3 |
| JMC:2500 | Community Media | 3 |
| JMC:3700 | Nonprofit Internship | 3 |
| JMC:3710 | Fundraising Fundamentals | 3 |
| JMC:4900 | Special Projects in Mass Communication | arr. |
| JMC:4910 | Readings in Communication and Mass Communication | 1-3 |
| JMC:4920 | Undergraduate Research | 0-3 |
| JMC:4955 | Honors Project | 3 |

Second Area of Study

Every student majoring in journalism and mass communication must complete a second area of study. The second area of study enables students to acquire a substantial body of knowledge or expertise in a relevant area, learn how another discipline views the world, and/or develop a companion set of skills to those in journalism and mass communication.

Requirements for the Second Area of Study

Students must complete the requirements for the journalism and mass communication major (at least 43 s.h.) and must satisfy the school's second area of study requirement in one of three ways.

Option 1

Students complete a second major.

Option 2

Students complete an undergraduate certificate. Students may not double count courses for their journalism and mass communication major and a certificate being used as their second area of study.

Option 3

Students complete an undergraduate minor. Students may not double count courses for their journalism and mass communication major and a minor being used as their second area of study. The minor in media management may not be used as the second area of study.

Combined Programs

BA in Journalism and Mass Communication/MA in Strategic Communication

The combined BA/MA program enables students to begin work toward the MA in strategic communication while completing the bachelor's degree. Students admitted to the program may count 12 s.h. of credit toward both the BA and MA degree requirements. Offered by the Graduate College and the College of Liberal Arts and Sciences; see the MA in strategic communication in the catalog.

Students must have a 3.25 University of Iowa grade-point average (GPA) upon application and a 3.00 cumulative GPA upon completion of the undergraduate degree.

Honors

Honors in the Major

Students majoring in journalism and mass communication have the opportunity to graduate with honors in the major. Students in the school's honors program must have a grade-point average (GPA) of at least 3.50 in work for the major and a UI cumulative GPA of at least 3.33. To graduate with honors in the major, they complete JMC:4955 Honors Project, earning 3 s.h. of credit in work guided by a faculty member. The honors project may be a thesis or a professional project and typically is completed during the last semester of the senior year.

National Honor Society

The school's chapter of Kappa Tau Alpha, the national society honoring scholarship in journalism and mass communication, was founded in 1936 and is named for former director Leslie G. Moeller. Students are considered for membership if their GPA places them in the top 10% of their class and they have completed at least five semesters of university work, including a minimum of 9 s.h. in journalism and mass communication skills courses. Contact the school's Kappa Tau Alpha advisor for details.

University of Iowa Honors Program

In addition to honors in the major, students have opportunities for honors study and activities through membership in the University of Iowa Honors Program. Visit Honors at Iowa to learn about the university's honors program.

Membership in the UI Honors Program is not required to earn honors in the journalism and mass communication major. Visit Honors in Journalism on the school's website or contact the school's honors advisor for details.

Career Advancement

The major prepares students for careers in the field. Graduates find employment in a variety of areas, such as public relations, advertising, marketing, political communication, health communication, philanthropy and fundraising communication, newspapers, magazines, radio, TV, online communications and social media, publication design, photojournalism, and media research.

The school's internship and assessment coordinator helps students seeking career guidance and employment opportunities. The school compiles and publicizes notices of professional jobs open to journalism and mass communication students and graduates. It also cooperates with the university's Pomerantz Career Center in providing career guidance and placement services as well as workshops and programs on seeking jobs.

Academic Plans

Four-Year Graduation Plan

The following checkpoints list the minimum requirements students must complete by certain semesters in order to stay on the university's Four-Year Graduation Plan.

Students must declare the journalism and mass communication major by the first semester of their sophomore year in order to be eligible for the Four-Year Graduation Plan. The following checkpoints include the required work in journalism and mass communication plus a second area of study, but they do not include the requirements of a second major, since the Four-Year Graduation Plan does not apply to second majors.

Complete during any semester: To fulfill the SCRIPT experiential learning requirement, complete an approved course in at least one of the following categories: study abroad, community engagement, research, internship, professional practice, or teaching.

Before the fifth semester begins: JMC:1100 Introduction to Media Effects or JMC:1200 Introduction to Media and Culture or JMC:1500 Introduction to Social Media, JMC:1300

Introduction to Journalism and Strategic Communication, and JMC:1600 Writing Fundamentals; choose a second area of study; and complete at least one-half of the semester hours required for graduation.

Before the sixth semester begins: JMC:2600 Freedom of Expression, JMC:2020 Multimedia Storytelling, and JMC:2010 Reporting and Writing or JMC:2030 Visual Communication and Design.

Before the seventh semester begins: JMC:2010 Reporting and Writing or JMC:2030 Visual Communication and Design (if not already taken), JMC:2700 Media Ethics, one managing/planning or one understanding media course, one writing/storytelling or one designing/producing course, and at least three-quarters of the semester hours required for graduation.

During the seventh semester: two additional writing/storytelling or designing/producing courses, and one understanding media or one managing/planning course.

During the eighth semester: one writing/storytelling or designing/producing course, one capstone course, all remaining GE CLAS Core courses, and a sufficient number of semester hours to graduate.

Sample Plans of Study

Sample plans represent one way to complete a program of study. Actual course selection and sequence will vary and should be discussed with an academic advisor. For additional sample plans, see MyUI.

Journalism and Mass Communication, BA

- No Optional Track [p. 7]
- Multimedia Production and Design Track [p. 7]
- Reporting and Writing Track [p. 7]
- Strategic Communication Track [p. 7]

No Optional Track

This sample plan is currently being reviewed and will be added at a later date.

Multimedia Production and Design Track

This sample plan is currently being reviewed and will be added at a later date.

Reporting and Writing Track

This sample plan is currently being reviewed and will be added at a later date.

Strategic Communication Track

This sample plan is currently being reviewed and will be added at a later date.