

# Journalism and Mass Communication, BA

## 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 checkpoints below 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.

**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, JMC:1600 Writing Fundamentals, a second area of study chosen, and at least one-quarter 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 and Diversity, one managing/planning course or one understanding media course, one writing/storytelling or one designing/producing course, and at least one-half of the semester hours required for graduation.

**During the seventh semester:** two additional writing/storytelling or designing/producing courses, one understanding media course or one managing/planning course, and at least three-quarters of the semester hours required for graduation.

**During the eighth semester:** one writing/storytelling or designing/producing course, one advanced or 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. 1]
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### No Optional Track

Course	Title	Hours
<b>Academic Career</b>		
<b>Any Semester</b>		
GE CLAS Core: Sustainability <sup>a</sup>		
<b>Hours</b>		<b>0</b>
<b>First Year</b>		
<b>Fall</b>		
JMC:1500 or JMC:1200 or JMC:1100	Introduction to Social Media <sup>b, c</sup> or Introduction to Media and Culture or Introduction to Media Effects	3
JMC:1600	Writing Fundamentals <sup>b</sup>	1
ENGL:1200 or RHET:1030	The Interpretation of Literature or Rhetoric	3 - 4
GE CLAS Core: World Languages First Level Proficiency or elective course <sup>d</sup>		4 - 5
CSI:1600	Success at Iowa	2
Elective course <sup>e</sup>		2
<b>Hours</b>		<b>15-17</b>
<b>Spring</b>		
JMC:1300	Introduction to Journalism and Strategic Communication <sup>b</sup>	3
RHET:1030 or ENGL:1200	Rhetoric or The Interpretation of Literature	3 - 4
GE CLAS Core: Natural Sciences with Lab <sup>f</sup>		4
GE CLAS Core: World Languages Second Level Proficiency or elective course <sup>d</sup>		4 - 5
Elective course <sup>e</sup>		1
<b>Hours</b>		<b>15-17</b>
<b>Second Year</b>		
<b>Fall</b>		
JMC:2010	Reporting and Writing <sup>g</sup>	3
JMC:2020	Multimedia Storytelling <sup>g, h</sup>	3
JMC:2600	Freedom of Expression <sup>c</sup>	3
GE CLAS Core: World Languages Third Level Proficiency or elective course <sup>d</sup>		4 - 5
Elective course <sup>e</sup>		2
Choose second area of study by this semester <sup>i</sup>		
<b>Hours</b>		<b>15-16</b>
<b>Spring</b>		
JMC:2030	Visual Communication and Design <sup>h</sup>	3
JMC:2700	Media Ethics and Diversity <sup>i</sup>	3
Major: second area of study course <sup>i</sup>		3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course <sup>d</sup>		4 - 5
Elective course <sup>e</sup>		2
Internship: apply for summer internships (not required for the degree but strongly encouraged)		
If interested in an optional track for the JMC major, choose one by this semester <sup>j</sup>		
<b>Hours</b>		<b>15-16</b>
<b>Third Year</b>		
<b>Fall</b>		
Major: designing/producing course (prefix JMC, numbered 36XX)		3

Major: writing/storytelling course (prefix JMC, numbered 34XX)	3
Major: second area of study course <sup>i</sup>	3
GE CLAS Core: Quantitative or Formal Reasoning <sup>f</sup>	3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture <sup>f, k</sup>	3

**Hours 15**

#### Spring

Major: designing/producing course (prefix JMC, numbered 36XX)	3
Major: writing/storytelling course (prefix JMC, numbered 34XX)	3
Major: second area of study course <sup>i</sup>	3
GE CLAS Core: Natural Sciences without Lab <sup>f</sup>	3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture <sup>f, k</sup>	3
Internship: apply for summer internships (not required for the degree but strongly encouraged)	

**Hours 15**

#### Fourth Year

##### Fall

Major: advanced or capstone course (prefix JMC, numbered 4100-4400)	3
Major: understanding media course (prefix JMC, numbered 31XX)	3
Major: second area of study course <sup>i</sup>	3
Major: second area of study course or elective <sup>i</sup>	3
GE CLAS Core: Literary, Visual, and Performing Arts <sup>f</sup>	3

**Hours 15**

##### Spring

Major: managing/planning course (prefix JMC, numbered 35XX or 3720)	3
Major: second area of study course <sup>i</sup>	3
Major: second area of study course or elective <sup>i</sup>	3
Major: second area of study course or elective <sup>i</sup>	3
GE CLAS Core: International and Global Issues <sup>f</sup>	3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) <sup>l</sup>	

**Hours 15**

**Total Hours 120-126**

a Sustainability must be completed by choosing a course that has been approved for Sustainability AND for one of these General Education areas: Natural Sciences; Quantitative and Formal Reasoning; Social Sciences; Historical Perspectives; International and Global Issues; Literary, Visual, and Performing Arts; or Values and Culture.

b Students must complete these courses with a C-minus or higher before taking JMC:2010, JMC:2020, and JMC:2030.

c Fulfills a major requirement and may fulfill a GE requirement.

d Students who have completed four years of a single language in high school have satisfied the GE CLAS Core World Languages requirement. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course.

e Students may use elective courses to earn credit towards the total s.h. required for graduation or to complete a double major, minors, or certificates.

f GE CLAS Core courses may be completed in any order unless used as a prerequisite for another course. Students

should consult with an advisor about the best sequencing of courses.

g Students must complete these courses with a C-minus or higher before taking writing/storytelling courses (JMC:34XX).

h Students must complete these courses with a C-minus or higher before taking designing/producing courses (JMC:36XX).

i Students must complete a second area of study. There are three options: 1) complete a second major; 2) complete an undergraduate certificate; or 3) complete an undergraduate minor (except the Media Management minor). Students may not double count courses for their JMC major and a certificate or minor being used as their second area of study.

j Students who choose a track will pick from 3000 and 4000-level courses designated for their track.

k Depending on which major introduction course is taken, students must still complete two of the following GE requirements: Historical Perspectives, Social Sciences, Values and Culture.

l Please see Academic Calendar, Office of the Registrar website for current degree application deadlines. Students should apply for a degree for the session in which all requirements will be met. For any questions on appropriate timing, contact your academic advisor or Graduation Services.

## Multimedia Production and Design Track

Course	Title	Hours
<b>Academic Career</b>		
<b>Any Semester</b>		

GE CLAS Core: Sustainability <sup>a</sup>	<b>Hours</b>	<b>0</b>
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#### First Year

##### Fall

JMC:1300	Introduction to Journalism and Strategic Communication <sup>b</sup>	3
JMC:1600	Writing Fundamentals	1
ENGL:1200 or RHET:1030	The Interpretation of Literature or Rhetoric	3 - 4
GE CLAS Core: World Languages First Level Proficiency or elective course <sup>c</sup>		4 - 5
CSI:1600	Success at Iowa	2
Elective course <sup>d</sup>		2

**Hours 15-17**

##### Spring

JMC:1200 or JMC:1500 or JMC:1100	Introduction to Media and Culture <sup>b, e</sup> or Introduction to Social Media or Introduction to Media Effects	3
JMC:2600	Freedom of Expression <sup>e</sup>	3
ENGL:1200 or RHET:1030	The Interpretation of Literature or Rhetoric	3 - 4
GE CLAS Core: World Languages Second Level Proficiency or elective course <sup>c</sup>		4 - 5
Elective course <sup>d</sup>		2

**Hours 15-17**

#### Second Year

##### Fall

JMC:2020	Multimedia Storytelling <sup>f, g</sup>	3
JMC:2030	Visual Communication and Design <sup>f</sup>	3

GE CLAS Core: Natural Sciences with Lab <sup>h</sup>	4
GE CLAS Core: World Languages Third Level Proficiency or elective course <sup>c</sup>	4 - 5
Elective course <sup>d</sup>	1

**Hours 15-16**

### Spring

JMC:2010 Reporting and Writing <sup>g</sup>	3
Major: designing/producing course (prefix JMC, numbered 36XX) <sup>i</sup>	3
Major: second area of study course <sup>j</sup>	3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course <sup>c</sup>	4 - 5
Elective course <sup>d</sup>	2
Internship: apply for summer internships (not required for the degree but strongly encouraged)	

**Hours 15-16**

### Third Year

#### Fall

JMC:2700 Media Ethics and Diversity	3
Major: designing/producing course (prefix JMC, numbered 36XX) <sup>i</sup>	3
Major: second area of study course <sup>j</sup>	3
GE CLAS Core: Quantitative or Formal Reasoning <sup>h</sup>	3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture <sup>h, k</sup>	3

**Hours 15**

#### Spring

Major: designing/producing course (prefix JMC, numbered 36XX) <sup>i</sup>	3
Major: writing/storytelling course (prefix JMC, numbered 34XX) <sup>i</sup>	3
Major: second area of study course <sup>j</sup>	3
GE CLAS Core: Natural Sciences without Lab <sup>h</sup>	3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture <sup>h, k</sup>	3
Internship: apply for summer internships (not required for the degree but strongly encouraged)	

**Hours 15**

### Fourth Year

#### Fall

Major: managing/planning course (prefix JMC, numbered 35XX or 3720) <sup>i</sup>	3
Major: understanding media course (prefix JMC, numbered 31XX) <sup>i</sup>	3
Major: second area of study course <sup>j</sup>	3
Major: second area of study course or elective <sup>j</sup>	3
GE CLAS Core: Literary, Visual, and Performing Arts <sup>h</sup>	3

**Hours 15**

#### Spring

Major: advanced or capstone course <sup>i</sup>	3
Major: second area of study course <sup>j</sup>	3
Major: second area of study course or elective <sup>j</sup>	3
Major: second area of study course or elective <sup>j</sup>	3
GE CLAS Core: International and Global Issues <sup>h</sup>	3

Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) <sup>i</sup>

**Hours 15**

**Total Hours 120-126**

a Sustainability must be completed by choosing a course that has been approved for Sustainability AND for one of these General Education areas: Natural Sciences; Quantitative and Formal Reasoning; Social Sciences; Historical Perspectives; International and Global Issues; Literary, Visual, and Performing Arts; or Values and Culture.

b Students must complete these courses with a C-minus or higher before taking JMC:2010, JMC:2020, and JMC:2030.

c Students who have completed four years of a single language in high school have satisfied the GE CLAS Core World Languages requirement. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course.

d Students may use elective courses to earn credit towards the total s.h. required for graduation or to complete a double major, minors, or certificates.

e Fulfills a major requirement and may fulfill a GE requirement.

f Students must complete these courses with a C-minus or higher before taking designing/producing courses (JMC:36XX).

g Students must complete these courses with a C-minus or higher before taking writing/storytelling courses (JMC:34XX).

h GE CLAS Core courses may be completed in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses.

i Choose from list of approved courses for this track.

j Students must complete a second area of study. There are three options: 1) complete a second major; 2) complete an undergraduate certificate; or 3) complete an undergraduate minor (except the Media Management minor). Students may not double count courses for their JMC major and a certificate or minor being used as their second area of study.

k Depending on which major introduction course is taken, students must still complete two of the following GE requirements: Historical Perspectives, Social Sciences, Values and Culture.

l Please see Academic Calendar, Office of the Registrar website for current degree application deadlines. Students should apply for a degree for the session in which all requirements will be met. For any questions on appropriate timing, contact your academic advisor or Graduation Services.

## Reporting and Writing Track

**Course Title Hours**

### Academic Career

#### Any Semester

GE CLAS Core: Sustainability <sup>a</sup>	
<b>Hours</b>	<b>0</b>

#### First Year

##### Fall

JMC:1300	Introduction to Journalism and Strategic Communication <sup>b</sup>	3
JMC:1600	Writing Fundamentals <sup>b</sup>	1
ENGL:1200 or RHET:1030	The Interpretation of Literature or Rhetoric	3 - 4

GE CLAS Core: World Languages First Level Proficiency or elective course <sup>c</sup>	4 - 5
CSI:1600 Success at Iowa	2
Elective course <sup>d</sup>	2

**Hours 15-17**

### Spring

JMC:1100 Introduction to Media Effects <sup>b, e</sup>	3
or JMC:1200 or Introduction to Media and Culture	
or JMC:1500 or Introduction to Social Media	
JMC:2600 Freedom of Expression <sup>e</sup>	3
ENGL:1200 The Interpretation of Literature	3 - 4
or RHET:1030 or Rhetoric	
GE CLAS Core: World Languages Second Level Proficiency or elective course <sup>c</sup>	4 - 5
Elective course <sup>d</sup>	2

**Hours 15-17**

### Second Year

#### Fall

JMC:2010 Reporting and Writing <sup>f</sup>	3
JMC:2020 Multimedia Storytelling <sup>f, g</sup>	3
GE CLAS Core: Natural Sciences with Lab <sup>h</sup>	4
GE CLAS Core: World Languages Third Level Proficiency or elective course <sup>c</sup>	4 - 5
Elective course <sup>d</sup>	1

**Hours 15-16**

#### Spring

JMC:2030 Visual Communication and Design <sup>g</sup>	3
Major: writing/storytelling course <sup>i</sup>	3
Major: second area of study course <sup>j</sup>	3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course <sup>c</sup>	4 - 5
Elective course <sup>d</sup>	2
Internship: apply for summer internships (not required for the degree but strongly encouraged)	

**Hours 15-16**

### Third Year

#### Fall

JMC:2700 Media Ethics and Diversity	3
Major: writing/storytelling course <sup>i</sup>	3
Major: second area of study course <sup>j</sup>	3
GE CLAS Core: Quantitative or Formal Reasoning <sup>h</sup>	3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture <sup>h, k</sup>	3

**Hours 15**

#### Spring

Major: designing/producing course (prefix JMC, numbered 36XX) <sup>i</sup>	3
Major: writing/storytelling course <sup>i</sup>	3
Major: second area of study course <sup>j</sup>	3
GE CLAS Core: Natural Sciences without Lab <sup>h</sup>	3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture <sup>h, k</sup>	3
Internship: apply for summer internships (not required for the degree but strongly encouraged)	

**Hours 15**

### Fourth Year

#### Fall

Major: advanced or capstone course <sup>i</sup>	3
Major: managing/planning course <sup>i</sup>	3
Major: second area of study course <sup>j</sup>	3
Major: second area of study course or elective <sup>j</sup>	3
GE CLAS Core: Literary, Visual, and Performing Arts <sup>h</sup>	3

**Hours 15**

#### Spring

Major: understanding media course (prefix JMC, numbered 31XX) <sup>i</sup>	3
Major: second area of study course <sup>j</sup>	3
Major: second area of study course or elective <sup>j</sup>	3
Major: second area of study course or elective <sup>j</sup>	3
GE CLAS Core: International and Global Issues <sup>h</sup>	3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) <sup>l</sup>	

**Hours 15**

**Total Hours 120-126**

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b Students must complete these courses with a C-minus or higher before taking JMC:2010, JMC:2020, and JMC:2030.

c Students who have completed four years of a single language in high school have satisfied the GE CLAS Core World Languages requirement. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course.

d Students may use elective courses to earn credit towards the total s.h. required for graduation or to complete a double major, minors, or certificates.

e Fulfills a major requirement and may fulfill a GE requirement.

f Students must complete these courses with a C-minus or higher before taking writing/storytelling courses (JMC:34XX).

g Students must complete these courses with a C-minus or higher before taking designing/producing courses (JMC:36XX).

h GE CLAS Core courses may be completed in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses.

i Choose from list of approved courses for this track.

j Students must complete a second area of study. There are three options: 1) complete a second major; 2) complete an undergraduate certificate; or 3) complete an undergraduate minor (except the Media Management minor). Students may not double count courses for their JMC major and a certificate or minor being used as their second area of study.

k Depending on which major introduction course is taken, students must still complete two of the following GE requirements: Historical Perspectives, Social Sciences, Values and Culture.

l Please see Academic Calendar, Office of the Registrar website for current degree application deadlines. Students should apply for a degree for the session in which all requirements will be met. For any questions on appropriate

timing, contact your academic advisor or Graduation Services.

## Strategic Communication Track

Course	Title	Hours
<b>Academic Career</b>		
<b>Any Semester</b>		
GE CLAS Core: Sustainability <sup>a</sup>		
<b>Hours</b>		<b>0</b>
<b>First Year</b>		
<b>Fall</b>		
JMC:1200 or JMC:1100 or JMC:1500	Introduction to Media and Culture <sup>b, c</sup> or Introduction to Media Effects or Introduction to Social Media	3
JMC:1600	Writing Fundamentals <sup>b</sup>	1
ENGL:1200 or RHET:1030	The Interpretation of Literature or Rhetoric	3 - 4
GE CLAS Core: World Languages First Level Proficiency or elective course <sup>d</sup>		4 - 5
CSI:1600	Success at Iowa	2
Elective course <sup>e</sup>		2
<b>Hours</b>		<b>15-17</b>
<b>Spring</b>		
JMC:1300	Introduction to Journalism and Strategic Communication <sup>b</sup>	3
JMC:2600	Freedom of Expression <sup>c</sup>	3
RHET:1030 or ENGL:1200	Rhetoric or The Interpretation of Literature	3 - 4
GE CLAS Core: World Languages Second Level Proficiency or elective course <sup>d</sup>		4 - 5
Elective course <sup>e</sup>		2
<b>Hours</b>		<b>15-17</b>
<b>Second Year</b>		
<b>Fall</b>		
JMC:2010	Reporting and Writing <sup>f</sup>	3
JMC:2020	Multimedia Storytelling <sup>f, g</sup>	3
GE CLAS Core: Natural Sciences with Lab <sup>h</sup>		4
GE CLAS Core: World Languages Third Level Proficiency or elective course <sup>d</sup>		4 - 5
Elective course <sup>e</sup>		1
<b>Hours</b>		<b>15-16</b>
<b>Spring</b>		
JMC:2030	Visual Communication and Design <sup>g</sup>	3
JMC:3412	Strategic Communication Writing <sup>i</sup>	3
Major: second area of study course <sup>i</sup>		3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course <sup>d</sup>		4 - 5
Elective course <sup>e</sup>		2
<b>Hours</b>		<b>15-16</b>
<b>Third Year</b>		
<b>Fall</b>		
Major: designing/producing course (prefix JMC, numbered 36XX) <sup>j</sup>		3

Major: managing/planning course <sup>j</sup>	3
Major: second area of study course <sup>i</sup>	3
GE CLAS Core: Quantitative or Formal Reasoning <sup>h</sup>	3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture <sup>h, k</sup>	3

**Hours 15**

### Spring

JMC:2700	Media Ethics and Diversity	3
Major: designing/producing course (prefix JMC, numbered 36XX) <sup>j</sup>		3
Major: second area of study course <sup>i</sup>		3
GE CLAS Core: Natural Sciences without Lab <sup>h</sup>		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture <sup>h, k</sup>		3
Internship: apply for summer internships (not required for the degree but strongly encouraged)		

**Hours 15**

### Fourth Year

#### Fall

Major: understanding media course (prefix JMC, numbered 31XX) <sup>j</sup>	3
Major: writing/storytelling course <sup>j</sup>	3
Major: second area of study course <sup>i</sup>	3
Major: second area of study course or elective <sup>i</sup>	3
GE CLAS Core: Literary, Visual, and Performing Arts <sup>h</sup>	3

**Hours 15**

#### Spring

Major: advanced or capstone course <sup>i</sup>	3
Major: second area of study course <sup>i</sup>	3
Major: second area of study course or elective <sup>i</sup>	3
Major: second area of study course or elective <sup>i</sup>	3
GE CLAS Core: International and Global Issues <sup>h</sup>	3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) <sup>i</sup>	

**Hours 15**

**Total Hours 120-126**

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b Students must complete these courses with a C-minus or higher before taking JMC:2010, JMC:2020, and JMC:2030.

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f Students must complete these courses with a C-minus or higher before taking writing/storytelling courses (JMC:34XX).

g Students must complete these courses with a C-minus or higher before taking designing/producing courses (JMC:36XX).

- h GE CLAS Core courses may be completed in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses.
- i Students must complete a second area of study. There are three options: 1) complete a second major; 2) complete an undergraduate certificate; or 3) complete an undergraduate minor (except the Media Management minor). Students may not double count courses for their JMC major and a certificate or minor being used as their second area of study.
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