

# Journalism and Mass Communication, BA

## 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 "Second Area of Study" below. 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 52 s.h. earned in School of Journalism and Mass Communication courses (prefix JMC) toward the 120 s.h. required for the degree.

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 optional track.

Each student works with an assigned educational advisor and/or faculty advisor 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
Advanced or Capstone Course	3
Second Area of Study	

## Introduction Courses

Students must complete these courses before they enroll in JMC:2010 Reporting and Writing, JMC:2020 Multimedia Storytelling, and 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 a Writing/Storytelling course, 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 and Diversity	3

## Application Courses

### Managing/Planning

This requirement varies according to optional tracks.

### Managing/Planning—No Optional Track

Course #	Title	Hours
One of these:		
JMC:3500	Topics in Managing/Planning	3
JMC:3505	Audiences and Analytics	3
JMC:3510	Audience Engagement: Marketing Research in the Digital Age	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—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	Audience Engagement: Marketing Research in the Digital Age	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: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	Audience Engagement: Marketing Research in the Digital Age	3
JMC:3530	Social Media Marketing	3
JMC:3720	Nonprofit Communications	3

### Understanding Media

All students must complete this requirement.

Course #	Title	Hours
One of these:		
JMC:3116	Media and Global Cultures	3
JMC:3122	Digital and Gaming Culture	3
JMC:3123	Advocacy Communication	3
JMC:3124	Entertainment Media	3
JMC:3135	Digital Media and the Future of Sport	3
JMC:3142	Social Media for 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

### Designing/Producing

This requirement varies according to optional tracks.

#### Designing/Producing—No Optional Track

Course #	Title	Hours
Two of these:		
JMC:3600	Topics in Designing/Producing	3
JMC:3603	Newscast Production	3
JMC:3610	Graphic Design	3
JMC:3611	Interactive Design	3
JMC:3630	Photography	3
JMC:3640	Information and Data Visualization	3

JMC:3650	Video Production	3
JMC:3660	Audio Production	3

### Designing/Producing—Multimedia Production and Design Track

Course #	Title	Hours
Three of these:		
JMC:3600	Topics in Designing/Producing	3
JMC:3603	Newscast Production	3
JMC:3610	Graphic Design	3
JMC:3611	Interactive Design	3
JMC:3630	Photography	3
JMC:3640	Information and Data Visualization	3
JMC:3650	Video Production	3
JMC:3660	Audio Production	3

### Designing/Producing—Reporting and Writing Track

Course #	Title	Hours
One of these:		
JMC:3600	Topics in Designing/Producing	3
JMC:3603	Newscast Production	3
JMC:3610	Graphic Design	3
JMC:3611	Interactive Design	3
JMC:3630	Photography	3
JMC:3640	Information and Data Visualization	3
JMC:3650	Video Production	3
JMC:3660	Audio Production	3

### Designing/Producing—Strategic Communication Track

Course #	Title	Hours
Two of these:		
JMC:3600	Topics in Designing/Producing	3
JMC:3603	Newscast Production	3
JMC:3610	Graphic Design	3
JMC:3611	Interactive Design	3
JMC:3630	Photography	3
JMC:3640	Information and Data Visualization	3
JMC:3650	Video Production	3
JMC:3660	Audio Production	3

### Writing/Storytelling

This requirement varies 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: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:3425	Personal Branding and Building a Niche	3
JMC:3430	Political Public Relations	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: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:3425	Personal Branding and Building a Niche	3
JMC:3430	Political Public Relations	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
Three of these:		
JMC:3400	Topics in Writing/Storytelling (advisor input required for course topic)	3
JMC:3401	Beat Reporting and Writing	3

JMC:3403	Public Affairs 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: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:3425	Personal Branding and Building a Niche	3
JMC:3430	Political Public Relations	3
JMC:3440	Multimedia Narratives	3

### Advanced or Capstone Course

This requirement 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:4125	Advanced Strategic Storytelling	3
JMC:4300	Advanced Photography	3
JMC:4310	Advanced Topics in Designing/Producing	3
JMC:4315	Advanced Strategic Communication	3
JMC:4325	Advanced Newscast Writing and Production	3
JMC:4335	Multimedia Production for Publication	3
JMC:4350	Advanced Graphic Design	3
JMC:4360	Advanced Interactive Design	3
JMC:4400	Capstone	3

## Multimedia Production and Design Track

Course #	Title	Hours
One of these:		
JMC:4300	Advanced Photography	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:4350	Advanced Graphic Design	3
JMC:4360	Advanced Interactive 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 (advisor input required for course topic)	3
JMC:4105	Iowa Community News	3
JMC:4325	Advanced Newscast Writing and Production	3
JMC:4335	Multimedia Production for Publication	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	Advanced Strategic Communication	3
JMC:4335	Multimedia Production for Publication	3
JMC:4400	Capstone (advisor input required for course topic)	3

## Optional Journalism Electives

Students may earn elective credit by completing additional journalism and mass communication coursework (prefix JMC), but they may not exceed a maximum of 52 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	Twenty-first-Century Science: Environmental Communication in the Digital Age	3
JMC:2100	Journalism Internship	1-3

JMC:2150	News and Knowledge: Chinese Culture, History, and Journalism	1
JMC:2500	Community Media	3
JMC:3025	Iowa Policy and Opinion Lab	1-3
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: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.