Journalism and Mass Communication

Director
• David M. Ryfe

Undergraduate major: journalism and mass communication (B.A., B.S.)
Undergraduate minor: mass communication
Graduate degrees: M.A. in journalism; M.A. in strategic communication; Ph.D. in mass communications
Faculty: https://clas.uiowa.edu/sjmc/people/faculty
Website: https://clas.uiowa.edu/sjmc/

The School of Journalism and Mass Communication offers an undergraduate major and minor as well as graduate degree programs. Undergraduate students in all majors may use approved journalism and mass communication courses to satisfy the Diversity and Inclusion, Historical Perspectives, Social Sciences, and Values and Culture requirements of the College of Liberal Arts and Sciences General Education Program, and the school's First-Year Seminar is designed specifically for entering undergraduate students. The School of Journalism and Mass Communication also administers the three undergraduate certificates listed below.

The school is accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Certificate in Event Planning

The School of Journalism and Mass Communication administers the undergraduate certificate program in event planning; see Event Planning in the Catalog.

Certificate in Fundraising and Philanthropy Communication

The School of Journalism and Mass Communication administers the undergraduate certificate program in fundraising and philanthropy communication; see Fundraising and Philanthropy Communication in the Catalog.

Certificate in Media Entrepreneurialism

The School of Journalism and Mass Communication administers the undergraduate certificate program in media entrepreneurialism; see Media Entrepreneurialism in the Catalog.

Professional Enrichment

Internships

The school encourages undergraduate majors to complete at least one internship. The school’s internship and assessment coordinator helps students find appropriate positions.

Undergraduate students may earn up to 4 s.h. of internship credit, registering with appropriate faculty sponsorship for JMC:2100 Journalism Internship (1-3 s.h.). Internships do not fulfill requirements for the major, but internship credit counts toward the total journalism and mass communication credit that students may apply toward a B.A. or B.S. degree (maximum of 48 s.h.). Students may take internships for no credit through CCP:1201 Academic Internship.

Students also are encouraged to pursue opportunities for journalism experience on campus through student-operated media, including The Daily Iowan, Daily Iowan TV, and KRUI-FM radio.

Activities

The school engages in a variety of activities for the enrichment of students, faculty, and the entire campus. Speakers visit campus each year under lectureships funded by the Li Chen Fund and the M. Holly McGranahan Lecture. In addition, guest speakers are funded through the Hearst Visiting Professionals Program. Campus organizations for students include Kappa Tau Alpha (KTA, a national society honoring scholarship in journalism), the National Association of Black Journalists (NABJ), the Public Relations Student Society of America (PRSSA), the Society of Professional Journalists (SP), and Ed on Campus (EOC).

Financial Support

More than $170,000 in scholarships and awards is disbursed to journalism and mass communication students each year. Scholarship information and applications are available each fall. Visit Scholarships and Awards on the School of Journalism and Mass Communication website or contact the school.

The school offers research and teaching assistantships for graduate students; preference is given to Ph.D. students. Journalism and mass communication students have been successful in winning competitive fellowships open to all graduate students; applicants must be nominated by the graduate committee.

Programs

Undergraduate Programs of Study

Majors
• Major in Journalism and Mass Communication (Bachelor of Arts)
• Major in Journalism and Mass Communication (Bachelor of Science)

Minor
• Minor in Mass Communication

Graduate Programs of Study

Majors
• Master of Arts in Journalism
• Master of Arts in Strategic Communication
• Doctor of Philosophy in Mass Communications

Facilities

Adler Journalism and Mass Communication Building

The School of Journalism and Mass Communication is housed in the Philip D. Adler Journalism and Mass Communication Building. The 65,000-square-foot building has computer laboratories for audio, video, design, writing and web publishing, a resource center, and the Moeller Media Research Lab. The building also is home to offices of the Iowa High
School Press Association; the Quill and Scroll Society, an international honor society for high school journalists; the University's award-winning student newspaper, The Daily Iowan; Daily Iowan TV, a student-run newscast; and the Journal of Communication Inquiry.

Courses

**Journalism and Mass Communication Courses**

**JMC:1000 First-Year Seminar** 1-2 s.h.
Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, performances, readings, visits to research facilities). Requirements: first- or second-semester standing.

**JMC:1100 Media Uses and Effects** 3 s.h.
Introduction to mass communication theory as it relates to practical applications in the media industry and American society. GE: Social Sciences.

**JMC:1200 Media History and Culture** 3 s.h.
Historical development of journalism in the United States; cultural, historical content. GE: Historical Perspectives.

**JMC:1500 Social Media Today** 3 s.h.
Prehistory of social media and identification of ideas, events, and elements in ancient and historical times; earliest days of online posting and interacting; first instances of social engagement on the Web; how social media (journalism, politics, health care, romance and lifestyle, entertainment, war and terrorism, professions and jobs) affects individual areas of life, culture, and society; what's next and how social media changes lives in the future and affects the fate of humanity. GE: Values and Culture.

**JMC:1600 Writing Fundamentals** 1 s.h.
The importance of grammar; recognition of common errors in the student's own writing, with a focus on fixing these problems.

**JMC:2010 Journalistic Reporting and Writing** 4 s.h.
Fundamental skills of journalistic reporting and writing. Prerequisites: JMC:1200 with a minimum grade of C- and JMC:1100 with a minimum grade of C- and JMC:1600 and (JMC:2200 with a minimum grade of C- or JMC:2300 with a minimum grade of C-). Corequisites: JMC:2020. Requirements: journalism major.

**JMC:2020 Introduction to Multimedia Storytelling** 4 s.h.
Fundamental skills of multimedia storytelling, including visual and digital. Prerequisites: JMC:1200 with a minimum grade of C- and JMC:1100 with a minimum grade of C- and JMC:1600 and (JMC:2200 with a minimum grade of C- or JMC:2300 with a minimum grade of C-). Corequisites: JMC:2010. Requirements: journalism major.

**JMC:2100 Journalism Internship** 1-3 s.h.
Faculty-supervised professional work experience in journalism and mass communication. Prerequisites: JMC:2020 and JMC:2010. Requirements: journalism major.

**JMC:2110 Internship in Event Planning** 3 s.h.
Internship for event planning certificate. Prerequisites: (EVNT:3154 or JMC:3154 or SRM:3147) and (EVNT:3260 or JMC:3260 or SRM:3147). Same as EVNT:2110.

**JMC:2200 Principles of Strategic Communication** 3 s.h.
Theory and practice of public relations; cultural, social, organizational roles of public relations, opportunities, problems, and solutions.

**JMC:2300 Principles of Journalism** 3 s.h.
Understanding changes in American journalism; including factors driving this change, orientation to the contemporary landscape of journalism, and making educated guesses about the near-term future of journalism; reflection on distinctive public service mission of journalism and its adaptation to the digital age.

**JMC:2500 Community Media** 3 s.h.
Students learn to construct audio and visual stories in collaboration with communities; use simple smartphone tools to record and edit stories about communities in the Iowa City area; engage with examples of journalism and other forms of storytelling rooted in communities to hone narrative skills; develop an understanding of how different communities are defined—by neighborhood, by age or ethnic group, by interests, by profession, or by advocacy; and practice techniques such as active listening and perspective taking that help in developing empathy and understanding of diverse viewpoints.

**JMC:2600 Freedom of Expression** 3 s.h.
Philosophy, history, political science, and legal studies blended into a semester-long meditation on the meaning of freedom of expression, especially in the United States, and specifically on the U.S. Supreme Court; special attention given to the way in which freedom of expression enters into societal debates about benefits and challenges of diversity, and whether and how to rectify structural relationships of inequality; as students learn the history and tradition of how Americans have understood this concept, they reflect on their own perspectives and engage with others who may have different ideas from their own. GE: Diversity and Inclusion.

**JMC:3100 Fundraising and Philanthropy Communication** 3 s.h.
Practical experience planning and writing fundraising materials; how yearly fundraising helps approximately 1.5 million nonprofit organizations receive more than $3 billion from individuals, foundations, and corporations to help people in need, advocate for causes, support research/arts/culture, and enhance opportunities for public and/or their members. Prerequisites: FPC:3100 or MGMT:3500. Same as FPC:3185.

**JMC:3101 Fundraising Fundamentals** 3 s.h.
Nonprofit organization reliance on raised funds to survive and thrive; basic concepts of fundraising for successful nonprofit organization; work with a nonprofit organization to explore basic fundraising techniques that nonprofits typically use including donor research, annual fund campaigns (phone, mail, email), capital campaigns, events, cause-related marketing, grants, planned giving, and donor stewardship; when and how to use different fundraising strategies to meet an organization's goals. Same as FPC:3101.

**JMC:3110 Visual Communication** 3 s.h.
History of modern visual communication from a cultural perspective; visual form, composition, spatial representation, color and other topics; in-depth study of selected artists, designers, photographers.
JMC:3115 Audience Engagement: Marketing Research in the Digital Age 3 s.h.
Solutions to problems related to communication channels, content, users, and audiences sought daily by media and communication professionals to understand what the public thinks, feels, and does about ideas, events, and trends; learn about audience needs; ways to improve or change content; systematic and methodical ways to investigate problems and figure out how best to tackle communication problems related to media content, audiences, media practice, and media institutions.

JMC:3116 Communication-Based Approaches to International Development 3 s.h.
Communication as a vital component for any effort to create social change; necessary communication to reach out to target audiences—people and communities in need—from campaigns persuading communities to change knowledge, attitudes, and practices to aiding other development efforts in areas of health, education, rural development, or sustainable agricultural practices; importance of communication as an integral part to any effort aimed at creating large-scale social change. Same as IS:3116.

JMC:3121 Business of Media: Profits, People, and Power 3 s.h.
How U.S. media is managed; decision making in a current highly-charged, rapidly-changing media culture; how major company decision makers seek competitive advantage, and their consequent successes and failures in doing so.

JMC:3122 Digital and Gaming Culture 3 s.h.
Examination of three of the most powerful and profitable areas of today's popular media culture—sports media, video games, and digital publishing; case studies of Rockstar Games (the company that produces the Grand Theft Auto video games), formation of ESPN's sports media empire, and digital publishers' race for mobile audiences and revenue despite the rising use of ad-blocking technology.

JMC:3123 Advocacy Communication 3 s.h.
Explore how organizations, businesses, nonprofits, and grassroots groups attempt to shape public policy through use of traditional and new media, direct communication, and lobbying.

JMC:3124 Entertainment Media 3 s.h.
Explore the technological revolution as it has profoundly shaped entertainment media, analyzing the parallels and differences among a variety of digitized media (movies, music, television, books, even video games); everything has changed, from the distribution to consumption to creation.

JMC:3125 Media and Consumers 3 s.h.
Communications media in historical, political, economic contexts and their relationships with audiences; criteria for evaluating media content in relation to nature and consequences of news, entertainment, advertising.

JMC:3126 Social Media Marketing 3 s.h.
Social media marketing as an ever-changing area that seems to only grow in importance for everyone from academic institutions to nonprofits to businesses big and small; each of these entities and more has an online brand and goals that social media can help them meet.

JMC:3130 Comparative Communication Systems 3 s.h.
Culture and communication as central to examining media in different social and political settings; emphasis on contemporary problems.
JMC:3182 Sport, Scandal, and Strategic Communication in Media Culture 3 s.h.
Use of sport scandal to consider relationship between sport and media in American and global popular culture; broad range of case studies used to consider what constitutes a sport scandal, how this definition shifts in different circumstances; crucial roles media play in creating, communicating, and diffusing these crises; how phenomenon of sports scandal has intensified along with emergence of cable television, the Internet, and social media. Same as SPST:3182.

JMC:3183 Sport and the Media 3 s.h.
Examination of sport and media’s intimate relationship; aesthetic, cultural, political, economic, and industrial factors that shape it. Same as SPST:3175.

JMC:3185 Topics in Mass Communication 2-3 s.h.
Focus on particular area, issue, approach, or body of knowledge; may include international media, media criticism, new technologies, history of documentary photography, literary journalism, media management.

JMC:3190 Classics of Sports Journalism: From Jack London to Grantland 3 s.h.
Historical examples of celebrated works of sports journalism; focus on long-form texts. Same as SPST:3180.

JMC:3210 Workshop for Secondary School Journalism/Communication Teachers 1-3 s.h.
Workshops on journalism/mass media curriculum, audio/video production, photojournalism, publication design, journalistic writing techniques, advising student publications. Same as EDTL:3026.

JMC:3260 Event Planning Workshop 3 s.h.
Hands-on experience in event planning; working with clients, conceptualizing events, lining up small and large details, promoting events via social media and other means, carrying out events, and reflecting on outcomes; meet with event planning professionals; complete individual and group projects. Same as EVNT:3260.

JMC:3270 Event Planning and the Arts 3 s.h.
Development, planning, and implementation of events with relation to the arts. Same as EVNT:3270.

JMC:3400 Specialized Reporting and Writing 3-4 s.h.
Topics may include public affairs, law, science, business, medicine, intercultural affairs, education, computer-assisted reporting. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.

JMC:3405 Investigative Reporting and Writing 3-4 s.h.
Enterprise reporting; emphasis on reporter as researcher, organizer, writer of complex stories in a variety of contexts. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.

JMC:3410 Magazine Reporting and Writing 3-4 s.h.
Finding ideas, researching, interviewing, problems of organization and style; identification of audiences and markets; development of writing skills. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.

JMC:3411 Radio and Television Storytelling 3-4 s.h.
Principles; gathering, writing, editing, reporting the news; techniques and concepts as a foundation for understanding, successfully writing, and delivering broadcast news. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2010 with a minimum grade of C-. Corequisites: JMC:3603. Requirements: journalism major.

JMC:3412 Strategic Communication Writing 3-4 s.h.
Principles and practices of persuasive writing; focus on public relations; may include editorials, op-ed pieces, magazine essays, reviews. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.

JMC:3413 Sports Writing 3-4 s.h.
Introduction to the history, culture, industry, and practice of sports writing. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.

JMC:3414 Basic Elements of Book Writing: Fiction and Nonfiction 3-4 s.h.
Basic elements involved in writing a novel or a nonfiction book; students will research, write, and workshop either a nonfiction book or novel proposal; they will complete a chapter outline and one chapter from their manuscript, and constructively edit and evaluate the work of fellow classmates through individual workshop sessions; course will culminate in an author’s pavilion where students will select five minutes from their chapter to read to an audience. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.

JMC:3415 Writing Across Cultures 3-4 s.h.
Forms of travel writing and other types of crosscultural reporting; skills, knowledge, understandings vital to writing well about an increasingly multicultural and diverse world. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.

JMC:3420 Content Marketing 3-4 s.h.
Tools for creating great content, as well as tactics for getting that content in front of the right audiences with the right message at the right time. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism and mass communication major.

JMC:3460 Arts and Culture Reporting and Writing 3-4 s.h.
Writing about arts and culture in a range of formats (e.g., news, profiles, features, criticism, essays); emphasis on original reporting that draws on resources, issues, people, and events on campus and in the community, especially in visual and performing arts. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2010 with a minimum grade of C-. Requirements: journalism major.

JMC:3470 Narrative Journalism 3-4 s.h.
Process of writing the true story; development of skills in researching, interviewing, information gathering, organization, story-telling techniques, writing final story; story publication in magazines, newspapers, journals, online. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.

JMC:3490 Feature Reporting and Writing 3-4 s.h.
Storytelling techniques for magazine, newspaper, website features; stylistic flair; human elements in stories; research, interviewing, and reporting. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
JMC:3600 Topics in Media Production 3-4 s.h.
Analysis and solution of problems with communication strategies and/or media products; public relations, newsletter production, radio, media research, web basics, global media, interviewing, PR fund-raising. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.
Requirements: journalism major.

JMC:3603 TV News Production 3-4 s.h.
Electronic news gathering (ENG); conceptualization, shooting, editing basic news packages. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.

JMC:3605 Editing the News 3-4 s.h.
Principles and process of editing content for publication; micro- and macroediting, headline writing, other aspects of editing. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.
Requirements: journalism major.

JMC:3610 Graphic Design 3-4 s.h.
Problems of design, layout and production; practical and aesthetic considerations; digital techniques; creative projects. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2010 with a minimum grade of C-.
Requirements: journalism major.

JMC:3611 Web Design Basics 3-4 s.h.
Web development from the ground up; students will choose topics and build personal sites for original pieces of journalism. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2010 with a minimum grade of C-.
Requirements: journalism major.

JMC:3615 Strategic Communication Campaigns 3-4 s.h.
Development and presentation of public relations campaigns for client organizations; communication theory and research techniques applied to analyzing and solving public relations problems through objective-based strategic planning. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2010 with a minimum grade of C-.
Requirements: journalism major.

JMC:3620 Applied Digital and Social Media 3-4 s.h.
Creation of original journalistic websites incorporating writing, design, and structure; contemporary online media issues. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2010 with a minimum grade of C-.
Requirements: journalism major.

JMC:3630 Photo Storytelling: Making Powerful Images 3-4 s.h.
Techniques; basic craft, location shooting, editing photographs; group critiques of assignments. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.

JMC:3633 Philanthropy Communication in a Digital World 3-4 s.h.
World of philanthropy and nonprofit work that changes rapidly with and in response to developments in digital communications; campaigns and fundraisers driven by free agents on social networking sites as an example of how philanthropists and nonprofit workers operate in digital environment; overview of trends in areas of philanthropy and nonprofit work; practical skills to help communicate, create, and disseminate messages using multiple digital tools and social media; analysis of communication/media strategies; media production. Prerequisites: (JMC:2010 and JMC:2020) or FPC:3100 or MGMT:3500. Same as FPC:3633.

JMC:3635 Political Public Relations 3-4 s.h.
How strategic communication goals, objectives, strategies, and tactics can influence public debate on policy issues; students apply this knowledge for the benefit of a real-world client, producing a portfolio of work by the end of the semester. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.
Requirements: journalism and mass communication major.

JMC:3640 Data Journalism 3-4 s.h.
How to find and tell stories using data; hands-on introduction to data visualization, data analysis and data literacy for journalists and communications professionals. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.
Requirements: journalism major.

JMC:3645 Digital Storytelling 3-4 s.h.
Builds on skills learned in JMC:2020 to develop compelling multipart digital stories; focus on a range of storytelling techniques and tools to create in-depth stories that incorporate visual, audio, text, and data; students strengthen their digital storytelling skills by producing various multimedia projects, such as podcasts and digital long-form stories; project-based with opportunities to produce individual and collaborative work. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.
Requirements: journalism major.

JMC:4100 Advanced Reporting and Writing 3-4 s.h.
Project journalism; extended magazine pieces, explanatory/investigative journalism, series for newspapers, or task-force projects by entire class on a major issue, with goal of publication. Prerequisites: JMC:3490 or JMC:3412 or JMC:3400 or JMC:3410 or JMC:3405 or JMC:3411 or JMC:3460 or JMC:3415 or JMC:3470 or JMC:3413 or JMC:3611.
Requirements: journalism major.

JMC:4110 Advanced Magazine Reporting and Writing: Iowa Journalist 3-4 s.h.
Development of research, writing, editing, and design skills necessary to produce an engaging Iowa Journalist alumni magazine; students generate effective, strategy-based copy delivered through a variety of formats including print, online, and social media; critical thinking about magazine content and design and how they relate to public relations practice. Prerequisites: JMC:3400 or JMC:3405 or JMC:3410 or JMC:3411 or JMC:3412 or JMC:3413 or JMC:3414 or JMC:3415 or JMC:3420 or JMC:3460 or JMC:3470 or JMC:3490.
Requirements: journalism major.

JMC:4130 Advanced Public Relations Writing 3-4 s.h.
Case-based study of corporate public relations practice; globalization issues, branding and integrated communication, crisis management. Prerequisites: JMC:3412. Requirements: journalism major.

JMC:4300 Advanced Photo Storytelling 3-4 s.h.
Photjournalism skills; may include documentary photography, advanced photojournalism methods and techniques. Prerequisites: JMC:3630.

JMC:4310 Advanced Media Workshop 3-4 s.h.
Journalism and mass communication skills; may include editing, broadcasting, design, multimedia. Prerequisites: JMC:3600 or JMC:3610 or JMC:3605 or JMC:3415 or JMC:3412 or JMC:3405 or FPC:3633 or JMC:3630 or JMC:3490 or JMC:3410 or JMC:3470 or JMC:3400 or JMC:3411 or JMC:3603 or JMC:3460 or JMC:3620 or JMC:3615 or JMC:3413 or JMC:3611. Requirements: journalism major.
JMC:4315 Advanced Strategic Communication 3-4 s.h.
Development and presentation of public relations campaigns for client organizations; communication theory and research techniques applied to analyzing and solving public relations problems through objective-based strategic planning. Prerequisites: JMC:3412 or JMC:3615. Requirements: journalism and mass communication major.

JMC:4320 Advanced Television News 3-4 s.h.
Advanced training and experience in producing, writing, and reporting television news packages and newscasts; emphasis on meeting professional standards. Prerequisites: JMC:3411 and JMC:3603. Requirements: journalism major.

JMC:4350 Advanced Graphic Design 3-4 s.h.
Advanced design, layout, and production; practical and aesthetic considerations; digital techniques; creative projects. Prerequisites: JMC:3610. Requirements: journalism major.

JMC:4360 Advanced Web Design 3-4 s.h.
Course builds upon techniques learned in JMC:3611. Prerequisites: JMC:3611. Requirements: journalism major.

JMC:4900 Special Projects in Mass Communication arr.
Research and readings to fit needs, interests of students.

JMC:4910 Readings in Communication and Mass Communication 1-3 s.h.
Focus on a problem or issue.

JMC:4955 Honors Project 3 s.h.
Independent research or project for honors students. Requirements: honors standing.

JMC:5100 Masters Seminar 1 s.h.
Theoretical or methodological problems in mass communication.

JMC:5200 Topics in Strategic Communication 3 s.h.
Various topics relevant to strategic communication.

JMC:5235 Strategic Communications Research 3 s.h.
Methodology of social science inquiry, the process and instruments of data gathering, evaluation of evidence, and the usefulness and appropriateness of various information sources in the service of strategic communication research; blends theory and practice.

JMC:5237 Financial and Budget Fundamentals for Communicators 3 s.h.
How a company operates as a business; rapid changes in international economy; important SEC documents and other sources of information on public companies; a public company's financial statements; comparison of public companies financial conditions; analysis and informed conclusions about a public company’s financial condition.

JMC:5238 Strategic Communication Campaigns 3 s.h.
Practice of strategic communication through traditional and new media for purpose of benefitting nonprofit organizations or bringing about social change; examples and strategies from corporate, nonprofit, and social marketing campaigns; applications of knowledge for benefit of real-world clients; principles and strategies applied to professional projects.

JMC:5239 Strategic Web Video Communication 3 s.h.
Production of video content and releasing visual stories online; tools needed to capture compelling images and edit meaningful stories; strengths and weaknesses of video storytelling using portable video cameras and affordable editing software; for graduate students who are working professionals.

JMC:5240 Digital Strategic Communication 3 s.h.
Exploration of information industry growth; creative processes involved in developing a blog and utilizing multimedia tools to enhance strategic messages; focus on characteristics and spread of new communication technologies and their social, economic, and political effects.

JMC:5243 Copywriting for Strategic Communication 3 s.h.
Focusing copy to a targeted audience to move them to action; multiple platforms where copywriting can appear; learn how professional copywriters craft motivational, persuasive messages and continuously refine their skills; build copywriting skills through weekly exercises, peer reviews, and a final portfolio.

JMC:5248 Strategic Political Communication 3 s.h.
Study of political communication; topics range from classic issues (agenda setting) to current debates and emerging topics associated with new media; readings address political communication in the United States.

JMC:5266 Risk Communication 3 s.h.
Examination of risk as a central concept in communication process; risk as intrinsically an interdisciplinary concept; literature from a wide range of disciplines and perspectives (communication, psychology, sociology, formal risk analysis); case studies drawn from issues and cultural contexts (environmental, technological or health risks, food safety risks; international military crisis or threats of terrorism, natural disasters); emphasis on comparison of European and American contexts.

JMC:5267 Strategic Health Care Communication 3 s.h.
Breaking down health care to basics; writing and communicating about health care in an understandable way so that hospitals, medical groups, and health care businesses can be better understood when doing business with each other as well as the public and consumers at large; health care writing and communication so consumers can understand, avoid injuries and even death from medical errors shown by studies on health literacy; how doctors and insurance companies can convey their messages in easy-to-understand way so that lesser public frustration with the system.

JMC:5268 Strategic Planning for the Communication Professional 3 s.h.
Use of a 10 step strategic planning model to discuss ways that an effective strategic planning process can be developed to effectively respond to a changing environment; strategic planning for an organization, department, specific project, and personal growth; ways that strategic thinking can help develop strategic thinking skills that transfer to any part of a career.

JMC:5269 Media Management for Strategic Communicators 3 s.h.
Looking at media in a completely new way; focus on economics and management of competitive businesses; how modern-day businesses in the media sector succeed or fail and why; decision making, competition, and outcomes; emphasis on news media companies that operate in public glare and offer rich opportunities for critical observation.

JMC:5270 Leadership Communication 3 s.h.
Using communications skills effectively for leadership in the modern workplace; how technological, global, and demographic developments have combined to transform the field of strategic communications; skills necessary to be effective in an environment of collaboration, teamwork, and self-management across a variety of platforms.
JMC:5285 Strategic Communication Externship 3 s.h.
Externship to allow connection between academic program and professional world; enhancement of skill and knowledge.

JMC:5300 Foundations of Strategic Communication 3 s.h.
Introduction to the field of strategic communication.

JMC:5400 Strategic Communication Writing 3 s.h.
Writing workshop for M.A. strategic communication students.

JMC:5910 Masters Tutorial arr.
Topics in communication and mass communication inquiry.

JMC:5950 Capstone Project in Strategic Communication 3 s.h.
Workshop of capstone projects required for graduation; for students nearing completion of M.A. in strategic communication. Requirements: M.A. in strategic communication program enrollment.

JMC:5955 Masters Research arr.
Independent research for projects, theses.

JMC:6100 Ph.D. Seminar 1 s.h.
Forum on theoretical or methodological problems in mass communication.

JMC:6210 Media Theory 3 s.h.
Introduction to social science theory used by communication scholars to study media and communication; use of theory to explain media and communication phenomena.

JMC:6310 Media Methods 3 s.h.
Journalism and media communication research methods that involve collection and analysis of quantifiable data; surveys, content analyses, and experiments.

JMC:6330 Reading Group 1-3 s.h.
Analysis and discussion of important texts.

JMC:6333 Seminar in Media Communication 3 s.h.
Topics vary.

JMC:6700 Approaches to Media Communication 3 s.h.
Institutional and disciplinary issues that influence media communication.

JMC:6910 Ph.D. Tutorial arr.
Communication and mass communication inquiry.

JMC:6920 Ph.D. Research Practicum arr.
Conceptualization and execution of research projects.

JMC:6999 Dissertation arr.