

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 advanced or 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 school, 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 in the School of Journalism and Mass Communication 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 9 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.

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

Law and Ethics

Students will:

- understand and apply the principles and laws of freedom of speech and press in real space and cyberspace; and
- demonstrate an understanding of professional ethical principles and their historical development.

Media Literacy

Students will:

- understand the principles of media literacy; and
- develop the skills necessary to access, analyze, evaluate, and create media messages across multiple media domains.

Writing and Storytelling

Students will:

- understand that clear, concise, and correct writing is at the heart of journalistic expression and that reporting and communicating effectively requires knowledge and achievement of the highest, professionally accepted standards in all work.

Diversity, Equity, and Inclusion (DEI)

Students will:

- understand and value the diversity of groups (including communities defined by gender, race, ethnicity, age, religion, and sexual orientation) and experiences in a global society;
- recognize structural racism and inequalities that impact and affect marginalized communities and how our work perpetuates or challenges these systems; and
- enhance their ability to effectively serve and communicate with people from different backgrounds and experiences.

Media Culture and Industries

Students will:

- understand the history of media in the context of industries and identify transformations in audiences, engagement, and business practice over time;
- grasp the significance of advances in mass communication technology for cultural production in domestic and global media markets from the printing press to the latest digital platforms; and
- trace the production of cultural meanings across historical periods as well as connections between business models and news consumption.

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 52 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, minor, or certificate 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 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 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 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	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—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: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:2101	Digital Media and the Future of Sport	3
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: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
JMC:3186	Athletes, Activism, and Social Media	3
JMC:3187	American College Athletics: A Big Money Tradition Unlike Any Other	3
JMC:3191	Journalism and Mass Communication Theories	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: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

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: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

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: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

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: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

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:3421	Sport 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: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:3421	Sport 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:3421	Sport 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	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	Advanced Interactive Design	3
JMC:4400	Capstone	3

Multimedia Production and Design Track

Course #	Title	Hours
One of these:		
JMC:4125	Advanced Strategic Storytelling	3-4
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	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:4125	Advanced Strategic Storytelling	3-4
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: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.

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.

All majors with a UI cumulative GPA of at least 3.33 are encouraged to take any journalism and mass communication course for honors credit and to make use of other honors opportunities in the school. 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.

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. 6]
- Multimedia Production and Design Track [p. 8]
- Reporting and Writing Track [p. 9]
- Strategic Communication Track [p. 10]

No Optional Track

Course	Title	Hours
Academic Career		
Any Semester		
GE CLAS Core: Sustainability ^a		
Hours		0
First Year		
Fall		
JMC:1100 or JMC:1500 or JMC:1200	Introduction to Media Effects ^{b, c} or Introduction to Social Media or Introduction to Media and Culture	3
JMC:1600	Writing Fundamentals ^b	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 ^d		4 - 5
CSI:1600	Success at Iowa	2
Elective course ^e		2
Hours		15-17
Spring		
JMC:1300	Introduction to Journalism and Strategic Communication ^b	3
RHET:1030 or ENGL:1200	Rhetoric or The Interpretation of Literature	3 - 4
GE CLAS Core: Natural Sciences with Lab ^f		4
GE CLAS Core: World Languages Second Level Proficiency or elective course ^d		4 - 5
Elective course ^e		1
Hours		15-17

Second Year**Fall**

JMC:2010	Reporting and Writing ^g	3
JMC:2020	Multimedia Storytelling ^{g, h}	3
JMC:2600	Freedom of Expression ^c	3
GE CLAS Core: World Languages Third Level Proficiency or elective course ^d		4 - 5
Elective course ^e		2
Choose second area of study by this semester ⁱ		

Hours **15-16**

Spring

JMC:2030	Visual Communication and Design ^h	3
JMC:2700	Media Ethics and Diversity	3
Major: second area of study course ⁱ		3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course ^d		4 - 5
Elective course ^e		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 ^j		

Hours **15-16**

Third Year**Fall**

Major: designing/producing course (prefix JMC, numbered 36XX)		3
Major: writing/storytelling course (prefix JMC, numbered 34XX)		3
Major: second area of study course ⁱ		3
GE CLAS Core: Quantitative or Formal Reasoning ^f		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society ^{f, k}		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 ⁱ		3
GE CLAS Core: Natural Sciences without Lab ^f		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society ^{f, k}		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 or 2101)		3
Major: second area of study course ⁱ		3
Major: second area of study course or elective ⁱ		3
GE CLAS Core: Literary, Visual, and Performing Arts ^f		3

Hours **15**

Spring

Major: managing/planning course (prefix JMC, numbered 35XX or 3720)		3
---	--	---

Major: second area of study course ⁱ	3
Major: second area of study course or elective ⁱ	3
Major: second area of study course or elective ⁱ	3
GE CLAS Core: International and Global Issues ^f	3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) ^l	

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 Society.

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 levels of a single language or two levels of two different languages in high school or college have satisfied the GE CLAS Core World Languages requirement. Students who have completed three levels of a single language may complete a fourth-level course in the same language or may choose an approved World Language and Cultural Exploration course. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course. Contact your academic advisor or CLAS Undergraduate Programs Office with questions concerning the World Languages requirement.

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 Society.

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 Degree Services.

Multimedia Production and Design Track

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

GE CLAS Core: Quantitative or Formal Reasoning ^h 3
 GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society ^{h, k} 3

Hours 15

Spring

Major: designing/producing course (prefix JMC, numbered 36XX) ⁱ 3

Major: writing/storytelling course (prefix JMC, numbered 34XX) ⁱ 3

Major: second area of study course ^j 3

GE CLAS Core: Natural Sciences without Lab ^h 3

GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society ^{h, k} 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) ⁱ 3

Major: understanding media course (prefix JMC, numbered 31XX or 2101) ⁱ 3

Major: second area of study course ^j 3

Major: second area of study course or elective ^j 3

GE CLAS Core: Literary, Visual, and Performing Arts ^h 3

Hours 15

Spring

Major: advanced or capstone course ⁱ 3

Major: second area of study course ^j 3

Major: second area of study course or elective ^j 3

Major: second area of study course or elective ^j 3

GE CLAS Core: International and Global Issues ^h 3

Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) ^l

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 Society.

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 levels of a single language or two levels of two different languages in high school or college have satisfied the GE CLAS Core World Languages requirement. Students who have completed three levels of a single language may complete a fourth-level course in the same language or may choose an approved World Language and Cultural Exploration course. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course. Contact your academic advisor or CLAS Undergraduate Programs Office with questions concerning the World Languages requirement.

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 Society.
- 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 Degree Services.

Reporting and Writing Track

Course	Title	Hours
Academic Career		
Any Semester		
GE CLAS Core: Sustainability ^a		
Hours		0
First Year		
Fall		
JMC:1300	Introduction to Journalism and Strategic Communication ^b	3
JMC:1600	Writing Fundamentals ^b	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 ^c		4 - 5
CSI:1600	Success at Iowa	2
Elective course ^d		2
Hours		15-17
Spring		
JMC:1500 or JMC:1100 or JMC:1200	Introduction to Social Media ^{b, e} or Introduction to Media Effects or Introduction to Media and Culture	3
JMC:2600	Freedom of Expression ^e	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 ^c		4 - 5
Elective course ^d		2
Hours		15-17

Second Year

Fall		
JMC:2010	Reporting and Writing ^f	3
JMC:2020	Multimedia Storytelling ^{f, g}	3
GE CLAS Core: Natural Sciences with Lab ^h		4
GE CLAS Core: World Languages Third Level Proficiency or elective course ^c		4 - 5
Elective course ^d		1
Hours		15-16

Spring		
JMC:2030	Visual Communication and Design ^g	3
Major: writing/storytelling course (prefix JMC, numbered 34XX) ⁱ		3
Major: second area of study course ^j		3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course ^c		4 - 5
Elective course ^d		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 (prefix JMC, numbered 34XX) ⁱ		3
Major: second area of study course ^j		3
GE CLAS Core: Quantitative or Formal Reasoning ^h		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society ^{h, k}		3
Hours		15

Spring		
Major: designing/producing course (prefix JMC, numbered 36XX) ⁱ		3
Major: writing/storytelling course (prefix JMC, numbered 34XX) ⁱ		3
Major: second area of study course ^j		3
GE CLAS Core: Natural Sciences without Lab ^h		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society ^{h, k}		3
Internship: apply for summer internships (not required for the degree but strongly encouraged)		
Hours		15

Fourth Year

Fall		
Major: advanced or capstone course ⁱ		3
Major: managing/planning course (prefix JMC, numbered 35XX)		3
Major: second area of study course ^j		3
Major: second area of study course or elective ^j		3
GE CLAS Core: Literary, Visual, and Performing Arts ^h		3
Hours		15

Spring		
Major: understanding media course (prefix JMC, numbered 31XX or 2101) ⁱ		3
Major: second area of study course ^j		3
Major: second area of study course or elective ^j		3
Major: second area of study course or elective ^j		3

GE CLAS Core: International and Global Issues ^h 3
 Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) ⁱ

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 Society.

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 levels of a single language or two levels of two different languages in high school or college have satisfied the GE CLAS Core World Languages requirement. Students who have completed three levels of a single language may complete a fourth-level course in the same language or may choose an approved World Language and Cultural Exploration course. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course. Contact your academic advisor or CLAS Undergraduate Programs Office with questions concerning the World Languages requirement.

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 Society.

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 Degree Services.

Strategic Communication Track

Course	Title	Hours
Academic Career		
Any Semester		
GE CLAS Core: Sustainability ^a		0
Hours		0

First Year

Fall

JMC:1500	Introduction to Social Media ^{b, c}	3
or JMC:1200	or Introduction to Media and Culture	
or JMC:1100	or Introduction to Media Effects	
JMC:1600	Writing Fundamentals ^b	1
RHET:1030	Rhetoric	3 - 4
or ENGL:1200	or The Interpretation of Literature	
GE CLAS Core: World Languages First Level Proficiency or elective course ^d		4 - 5
CSI:1600	Success at Iowa	2
Elective course ^e		2

Hours 15-17

Spring

JMC:1300	Introduction to Journalism and Strategic Communication ^b	3
JMC:2600	Freedom of Expression ^c	3
RHET:1030	Rhetoric	3 - 4
or ENGL:1200	or The Interpretation of Literature	
GE CLAS Core: World Languages Second Level Proficiency or elective course ^d		4 - 5
Elective course ^e		2

Hours 15-17

Second Year

Fall

JMC:2010	Reporting and Writing ^f	3
JMC:2020	Multimedia Storytelling ^{f, g}	3
GE CLAS Core: Natural Sciences with Lab ^h		4
GE CLAS Core: World Languages Third Level Proficiency or elective course ^d		4 - 5
Elective course ^e		1

Hours 15-16

Spring

JMC:2030	Visual Communication and Design ^g	3
JMC:3412	Strategic Communication Writing	3
Major: second area of study course ⁱ		3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course ^d		4 - 5
Elective course ^e		2
Internship: apply for summer internships (not required for the degree but strongly encouraged)		

Hours 15-16

Third Year

Fall

Major: designing/producing course (prefix JMC, numbered 36XX) ^j		3
Major: managing/planning course (prefix JMC, numbered 35XX) ^j		3
Major: second area of study course ⁱ		3
GE CLAS Core: Quantitative or Formal Reasoning ^h		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society ^{h, k}		3

Hours 15

Spring

JMC:2700	Media Ethics and Diversity	3
----------	----------------------------	---

Major: designing/producing course (prefix JMC, numbered 36XX) ^j	3
Major: second area of study course ⁱ	3
GE CLAS Core: Natural Sciences without Lab ^h	3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society ^{h, k}	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 or 2101) ^j	3
Major: writing/storytelling course (prefix JMC, numbered 34XX) ^j	3
Major: second area of study course ⁱ	3
Major: second area of study course or elective ⁱ	3
GE CLAS Core: Literary, Visual, and Performing Arts ^h	3
Hours	15
Spring	
Major: advanced or capstone course ^j	3
Major: second area of study course ⁱ	3
Major: second area of study course or elective ⁱ	3
Major: second area of study course or elective ⁱ	3
GE CLAS Core: International and Global Issues ^h	3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) ⁱ	
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 Society.
- 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 levels of a single language or two levels of two different languages in high school or college have satisfied the GE CLAS Core World Languages requirement. Students who have completed three levels of a single language may complete a fourth-level course in the same language or may choose an approved World Language and Cultural Exploration course. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course. Contact your academic advisor or CLAS Undergraduate Programs Office with questions concerning the World Languages requirement.
- 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 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.
- j Choose from list of approved courses for this 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 Society.
- 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 Degree Services.