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 “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.

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.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:1100</td>
<td>Introduction to Media Effects</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1200</td>
<td>Introduction to Media and Culture</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1500</td>
<td>Introduction to Social Media</td>
<td>3</td>
</tr>
</tbody>
</table>
Both of these completed with a grade of C-minus or higher:

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:1300</td>
<td>Introduction to Journalism and Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1600</td>
<td>Writing Fundamentals</td>
<td>1</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:2010</td>
<td>Reporting and Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:2020</td>
<td>Multimedia Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>JMC:2030</td>
<td>Visual Communication and Design</td>
<td>3</td>
</tr>
</tbody>
</table>

And both of these:

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:2600</td>
<td>Freedom of Expression</td>
<td>3</td>
</tr>
<tr>
<td>JMC:2700</td>
<td>Media Ethics and Diversity</td>
<td>3</td>
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</tbody>
</table>

**Application Courses**

**Managing/Planning**

This requirement varies according to optional tracks.

**Managing/Planning—No Optional Track**

<table>
<thead>
<tr>
<th>Course #</th>
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<tbody>
<tr>
<td>One of these:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3500</td>
<td>Topics in Managing/Planning</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3505</td>
<td>Audiences and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3510</td>
<td>Audience Engagement: Marketing Research in the Digital Age</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3520</td>
<td>Business of Media: Profits, People, and Power</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3530</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3540</td>
<td>The Business of Sport Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3550</td>
<td>Editing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3720</td>
<td>Nonprofit Communications</td>
<td>3</td>
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</tbody>
</table>

**Managing/Planning—Multimedia Production and Design Track**

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
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<tbody>
<tr>
<td>One of these:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3500</td>
<td>Topics in Managing/Planning</td>
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</tr>
<tr>
<td>JMC:3505</td>
<td>Audiences and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3510</td>
<td>Audience Engagement: Marketing Research in the Digital Age</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3520</td>
<td>Business of Media: Profits, People, and Power</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3530</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3540</td>
<td>The Business of Sport Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3550</td>
<td>Editing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3720</td>
<td>Nonprofit Communications</td>
<td>3</td>
</tr>
</tbody>
</table>

**Managing/Planning—Reporting and Writing Track**

<table>
<thead>
<tr>
<th>Course #</th>
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<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>One of these:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3500</td>
<td>Topics in Managing/Planning</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3505</td>
<td>Audiences and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3520</td>
<td>Business of Media: Profits, People, and Power</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3540</td>
<td>The Business of Sport Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3550</td>
<td>Editing</td>
<td>3</td>
</tr>
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</table>

**Managing/Planning—Strategic Communication Track**

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>One of these:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3500</td>
<td>Topics in Managing/Planning</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3505</td>
<td>Audiences and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3510</td>
<td>Audience Engagement: Marketing Research in the Digital Age</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3530</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3540</td>
<td>The Business of Sport Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3550</td>
<td>Editing</td>
<td>3</td>
</tr>
</tbody>
</table>

**Understanding Media**

All students must complete this requirement.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>One of these:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3116</td>
<td>Media and Global Cultures</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3122</td>
<td>Digital and Gaming Culture</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3123</td>
<td>Advocacy Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3124</td>
<td>Entertainment Media</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3135</td>
<td>Digital Media and the Future of Sport</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3142</td>
<td>Social Media for Social Change</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3150</td>
<td>Media and Health</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3165</td>
<td>African Americans and the Media</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3175</td>
<td>Gender and Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3182</td>
<td>Sport, Scandal, and Strategic Communication in Media Culture</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3183</td>
<td>Sport and the Media</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3184</td>
<td>Narrative Sports Journalism</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3185</td>
<td>Topics in Understanding Media</td>
<td>3</td>
</tr>
</tbody>
</table>

**Designing/Producing**

This requirement varies according to optional tracks.

**Designing/Producing—No Optional Track**

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two of these:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3600</td>
<td>Topics in Designing/Producing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3603</td>
<td>Newscast Production</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3610</td>
<td>Graphic Design</td>
<td>3</td>
</tr>
</tbody>
</table>
### Designing/Producing—Multimedia Production and Design Track

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:3600</td>
<td>Topics in Designing/Producing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3603</td>
<td>Newscast Production</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3610</td>
<td>Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3611</td>
<td>Interactive Design</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3630</td>
<td>Photography</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3640</td>
<td>Information and Data Visualization</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3650</td>
<td>Video Production</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3660</td>
<td>Audio Production</td>
<td>3</td>
</tr>
</tbody>
</table>

### Designing/Producing—Reporting and Writing Track

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:3400</td>
<td>Topics in Writing/Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3410</td>
<td>Magazine Reporting and Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3411</td>
<td>Newscast Reporting and Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3412</td>
<td>Strategic Communication Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3413</td>
<td>Sports Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3414</td>
<td>Basic Elements of Book Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3415</td>
<td>Writing Across Cultures</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3420</td>
<td>Content Marketing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3425</td>
<td>Personal Branding and Building a Niche</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3430</td>
<td>Political Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3440</td>
<td>Multimedia Narratives</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3445</td>
<td>Journalistic Writing in Spanish</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3460</td>
<td>Arts and Culture Reporting and Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3470</td>
<td>Narrative Journalism</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3490</td>
<td>Feature Reporting and Writing</td>
<td>3</td>
</tr>
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</table>

### Designing/Producing—Strategic Communication Track

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:3400</td>
<td>Topics in Designing/Producing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3403</td>
<td>Newscast Production</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3410</td>
<td>Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3411</td>
<td>Interactive Design</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3430</td>
<td>Photography</td>
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<tr>
<td>JMC:3650</td>
<td>Video Production</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3660</td>
<td>Audio Production</td>
<td>3</td>
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</tbody>
</table>

### Writing/Storytelling

This requirement varies according to optional tracks.

### Writing/Storytelling—No Optional Track

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:3400</td>
<td>Topics in Writing/Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3401</td>
<td>Beat Reporting and Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3403</td>
<td>Public Affairs Reporting and Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3410</td>
<td>Magazine Reporting and Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3411</td>
<td>Newscast Reporting and Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3413</td>
<td>Sports Writing</td>
<td>3</td>
</tr>
</tbody>
</table>
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 (advisor input required for course topic) | 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:4400 | Capstone (advisor input required for course topic) | 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: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.

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, television, 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 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 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. 7]
- Reporting and Writing Track [p. 8]
- Strategic Communication Track [p. 9]
<table>
<thead>
<tr>
<th>Academic Career</th>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<td>or ENGL:1200</td>
<td>or The Interpretation of Literature</td>
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<td>or elective course</td>
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<td>JMC:2600</td>
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<td>Hours</td>
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<tr>
<td>Total Hours</td>
<td>120-126</td>
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</table>

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).
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.

Depending on which major introduction course is taken, 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.

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.

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<td><strong>First Year</strong></td>
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<tr>
<td><strong>Fall</strong></td>
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<tr>
<td>JMC:1300</td>
<td>Introduction to Journalism and Strategic Communication</td>
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<td>JMC:1600</td>
<td>Writing Fundamentals</td>
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<td>RHET:1030</td>
<td>Rhetoric or ENGL:1200 or The Interpretation of Literature</td>
<td>3-4</td>
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<td><strong>Hours</strong></td>
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<tr>
<td><strong>Spring</strong></td>
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<td>JMC:1200</td>
<td>Introduction to Media and Culture or Introduction to Social Media or Introduction to Media Effects</td>
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<td><strong>Hours</strong></td>
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<td><strong>Spring</strong></td>
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<td><strong>Hours</strong></td>
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<td><strong>Spring</strong></td>
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<td><strong>Hours</strong></td>
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<tr>
<td><strong>Degree Application</strong></td>
<td>apply on MyUI before deadline (typically in February for spring, September for fall)</td>
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<tr>
<td><strong>Total Hours</strong></td>
<td>120-126</td>
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</tbody>
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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.
Depending on which major introduction course is taken, students may complete their GE CLAS Core courses in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses.

Choose from list of approved courses for this track.

Students must complete these courses with a C-minus or higher.

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

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<td>Fall</td>
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<tr>
<td>JMC:2700</td>
<td>Media Ethics and Diversity</td>
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<td>Major: second area of study course</td>
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<tr>
<td>GE CLAS Core: Natural Sciences without Lab</td>
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<tr>
<td>GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture</td>
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<td>Internship: apply for summer internships (not required for the degree but strongly encouraged)</td>
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<td><strong>Hours</strong></td>
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<td><strong>Fourth Year</strong></td>
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<tr>
<td>Fall</td>
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<td>Major: managing/planning course</td>
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<td>Major: second area of study course or elective</td>
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<tr>
<td>GE CLAS Core: Literary, Visual, and Performing Arts</td>
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<tr>
<td><strong>Hours</strong></td>
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<td>15</td>
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<td>Spring</td>
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<tr>
<td>Major: second area of study course or elective</td>
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<tr>
<td>GE CLAS Core: International and Global Issues</td>
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<td>Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall)</td>
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<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
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<td>120-126</td>
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</table>

- 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.
Choose from list of approved courses for this track. Students must complete these courses with a C-minus or higher. 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. 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. 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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tr>
<td>Academic Career</td>
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<td><strong>Hours</strong></td>
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<tr>
<td>Fall</td>
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<tr>
<td>JMC:1500 or JMC:1200 or JMC:1100</td>
<td>Introduction to Social Media or Introduction to Media and Culture or Introduction to Media Effects</td>
<td>3</td>
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<tr>
<td>JMC:1600</td>
<td>Writing Fundamentals</td>
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<tr>
<td>RHET:1030 or ENGL:1200</td>
<td>Rhetoric or The Interpretation of Literature</td>
<td>3 - 4</td>
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<td>GE CLAS Core: World Languages First Level Proficiency or elective course d</td>
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<td>CSL:1600</td>
<td>Success at Iowa</td>
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<tr>
<td><strong>Hours</strong></td>
<td><strong>15-17</strong></td>
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<tr>
<td><strong>Spring</strong></td>
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<tr>
<td>JMC:1300</td>
<td>Introduction to Journalism and Strategic Communication</td>
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<tr>
<td>JMC:2600</td>
<td>Freedom of Expression</td>
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<td>RHET:1030 or ENGL:1200</td>
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### Major: second area of study course

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>JMC:2010</td>
<td>Reporting and Writing</td>
<td>3</td>
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<tr>
<td>JMC:2020</td>
<td>Multimedia Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Natural Sciences with Lab h</td>
<td>4</td>
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<tr>
<td>GE CLAS Core: World Languages Third Level Proficiency or elective course d</td>
<td>4 - 5</td>
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<td>Elective course e</td>
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### GE CLAS Core: World Languages Fourth Level Proficiency or elective course d

<table>
<thead>
<tr>
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<td>JMC:1100</td>
<td>Introduction to Media and Culture</td>
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<tr>
<td>JMC:1200</td>
<td>Introduction to Social Media</td>
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<tr>
<td>JMC:2010</td>
<td>Reporting and Writing</td>
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<tr>
<td>JMC:2020</td>
<td>Multimedia Storytelling</td>
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### Third Year

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<tr>
<td>JMC:2030</td>
<td>Visual Communication and Design</td>
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<tr>
<td>JMC:3412</td>
<td>Strategic Communication Writing</td>
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<td>GE CLAS Core: Natural Sciences without Lab h</td>
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<tr>
<td>GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture h, k</td>
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<tr>
<td>JMC:2700</td>
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### Major: understanding media course (prefix JMC, numbered 31XX) j

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<tr>
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### Major: writing/storytelling course  j

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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. 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. 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 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.