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 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 major, 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 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 15 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. Additional transfer coursework may be used to fulfill the second area of study requirements if accepted by the second area of study program.

Students who wish to apply transfer credit toward School of Journalism and Mass Communication requirements must discuss the proposed transfer credit with an academic advisor and must have approval from the head of undergraduate studies.

Learning Outcomes

Students will learn to:

- write correctly and clearly;
- conduct research and evaluate information critically;
- present images and information effectively;
- use media tools and technologies appropriately;
- apply basic numerical and statistical concepts accurately;
- evaluate work for accuracy, fairness, style, and clarity; and
- create audience-aware, culturally responsive communication.

Students will explore:

- the multicultural history of media professionals and institutions; and
- the role of media in shaping cultures.

Students will value:

- the First Amendment and free speech;
- equity and inclusion for a diverse global community; and
- ethical principles in pursuit of truth, accuracy, and fairness.

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 (visit 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 56 s.h. earned in School of Journalism and Mass Communication courses toward the 120 s.h. required for the degree. Students who are earning two majors from the same department (e.g., a BA in journalism and mass communication and a BA in sport media and culture) may apply more than 56 s.h. from their home department toward their degree, but they must earn at least 56 s.h. of credit in courses outside their home department in order to graduate.

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 track.

Each student works with an assigned academic advisor and/or faculty mentor 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
Capstone Course	3
SCRIPT Experiential Learning Course	
Second Area of Study	

Introduction Courses

Students must complete JMC:1300 before enrolling in JMC:2010, JMC:2020, or JMC:2030. Students must complete JMC:1600 before enrolling in JMC:2010 or JMC:2020.

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	3

Application Courses

Managing/Planning

All students take one managing/planning course. The list of acceptable courses varies according to optional tracks.

Managing/Planning—No Optional Track and 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:3560	Crisis Communication	3
JMC:3570	Advertising and Brand Strategy	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
JMC:3560	Crisis Communication	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:3520	Business of Media: Profits, People, and Power	3
JMC:3530	Social Media Marketing	3
JMC:3540	The Business of Sport Communication	3
JMC:3560	Crisis Communication	3
JMC:3570	Advertising and Brand Strategy	3
JMC:3720	Nonprofit Communications	3

Understanding Media

All students complete one course from the following list.

Course #	Title	Hours
One of these:		
JMC:2101	Digital Media and the Future of Sport	3
JMC:3108	The Law and Artificial Intelligence	3
JMC:3116	Media and Global Cultures	3
JMC:3118	Political Communication	3
JMC:3122	Influencers, Artificial Intelligence, and Digital Games	3
JMC:3123	Advocacy Communication	3
JMC:3124	Entertainment Media	3
JMC:3142	Media and Social Change	3
JMC:3150	Media and Health	3
JMC:3162	Artificial Intelligence and Media	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:3188	Staging the World's Game: Soccer and Media	3
JMC:3191	Journalism and Mass Communication Theories	3

Designing/Producing

All students select designing/producing courses from the following list; the number of required courses in this category varies according to optional tracks. Students who do not declare an optional track and students on the strategic communication track must take two designing/producing courses. Students on the multimedia production and design track must take three designing/producing courses. Students on the reporting and writing track must take one designing/producing course.

Course #	Title	Hours
JMC:3600	Topics in Designing/ Producing	3
JMC:3603	Newscast Production	3
JMC:3610	Graphic Design	3
JMC:3611	Web 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
JMC:3670	Social Media Production	3

Writing/Storytelling

All students take writing/storytelling courses. The number of courses needed and the list of acceptable courses vary 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:3408	Investigative 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	3
JMC:3430	Political Public Relations	3
JMC:3436	Cross-Platform Storytelling	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:3408	Investigative 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	3
JMC:3430	Political Public Relations	3
JMC:3436	Cross-Platform Storytelling	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
One of these:		
JMC:3401	Beat Reporting and Writing	3
JMC:3403	Public Affairs Reporting and Writing	3
And two of these:		
JMC:3400	Topics in Writing/Storytelling (advisor input required for course topic)	3
JMC:3401	Beat Reporting and Writing (if not taken as a required course)	3
JMC:3403	Public Affairs Reporting and Writing (if not taken as a required course)	3
JMC:3408	Investigative 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:3425	Personal Branding	3
JMC:3436	Cross-Platform Storytelling	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	3
JMC:3430	Political Public Relations	3
JMC:3436	Cross-Platform Storytelling	3
JMC:3440	Multimedia Narratives	3

Capstone Course

All students must take one capstone course. The list of acceptable courses 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:4115	Enterprise Reporting and Writing	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	Visual Branding and Design	3
JMC:4400	Capstone	3

Multimedia Production and Design 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	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	Visual Branding and 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	3
JMC:4105	Iowa Community News	3
JMC:4115	Enterprise Reporting and Writing	3
JMC:4125	Advanced Strategic Storytelling	3
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:4360	Visual Branding and Design	3
JMC:4400	Capstone (advisor input required for course topic)	3

SCRIPT Experiential Learning Requirement

Every student majoring in journalism and mass communication must complete at least one experiential learning course from any of the following categories: study abroad, community engagement, research, internship, professional practice, or teaching. Courses that satisfy the SCRIPT requirement are as follows.

Study Abroad

Any study abroad program is accepted, including global internships (in-person or virtual), faculty-led programs abroad, and coursework abroad. Study abroad courses typically have a prefix of ABRD or INTL. More information on course options can be found in the Study Abroad section of the catalog.

Community Engagement

Community-engaged courses (CEC) designated by the Office of Community Engagement and administered by the School of Journalism and Mass Communication may be used for this requirement. Course offerings may vary from year to year.

Course #	Title	Hours
EVNT:2200	Foundations of Event Management	3
EVNT:3160	Crisis Management	3
EVNT:3165	Event Marketing	3
EVNT:3180	Sustainable Events	3
EVNT:3260	Event Management Workshop	3
JMC:2500	Community Media	3
JMC:3720	Nonprofit Communications	3
JMC:4315	Strategic Communication Campaigns	3-4
WRIT:2100	Writing and Community Outreach	3

Research

Undergraduate research courses designated by the University of Iowa and administered by the School of Journalism and Mass Communication, as well as undergraduate research experience courses (prefix URES), may be used for this requirement.

Course #	Title	Hours
JMC:3118	Political Communication	3
JMC:3510	Media and Marketing Research	3
JMC:4920	Undergraduate Research	0-3
JMC:4955	Honors Project	3
SPST:4999	Honors Project	1-3
URES:3991	Undergraduate Research and Creative Projects	0
URES:3992	Undergraduate Research and Creative Projects	0
URES:3993	Undergraduate Research and Creative Projects	1-4
URES:3994	Undergraduate Research and Creative Projects	1-4
URES:3995	Independent Creative Research by Undergraduates Summer Internship	0

Internship

Internship courses designated by the University of Iowa and administered by the School of Journalism and Mass Communication, as well as CCP:1201 Academic Internship, may be used for this requirement.

Course #	Title	Hours
JMC:2100	Internship in Journalism and Mass Communication	0-3
JMC:3700	Nonprofit Internship	3
CCP:1201	Academic Internship	1-3
EVNT:3300	Internship in Event Management	0,3
SMC:3600	Internship in Sport and Media	1-3
SPST:3600	Internship in Sport and Culture	1-3
WRIT:3900	Writing: Undergraduate Internship	1-3

Professional Practice

Practicum courses designated by the University of Iowa and administered by the School of Journalism and Mass Communication may be used for this requirement.

Course #	Title	Hours
JMC:2400	Journalism and Mass Communication Media Experience	1-3
JMC:2405	Chicago Sports Media Experience	3
JMC:2410	Adler Agency	1-3
JMC:2415	Prep Sports Report	1-3
SMC:2400	Sport Media and Culture Experience	1-3
SMC:2405	Chicago Sports Media Experience	3
SMC:2415	Prep Sports Report	1-3

Teaching

Undergraduate teaching assistants, peer mentors, and executive leadership roles in student media may be used for this requirement.

Course #	Title	Hours
JMC:3000	Peer Assistant	0
CLAS:4100	Peer Assistant	1-2

Optional Journalism Electives

Students may earn elective credit by completing additional journalism and mass communication courses, but may only count a maximum of 56 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:1010	Introduction to Experiential Learning	1

JMC:1050	Sport and the Media	3
JMC:1700	Introduction to Global Media	3
JMC:1800	Environmental Communication	3
JMC:2001	Exploring Nonprofits: Communities and Changemakers	3
JMC:2005	Preparing for Internship Success Seminar	1-2
JMC:2084	Sport and Film	3
JMC:2100	Internship in Journalism and Mass Communication	0-3
JMC:2400	Journalism and Mass Communication Media Experience	1-3
JMC:2405	Chicago Sports Media Experience	3
JMC:2410	Adler Agency	1-3
JMC:2415	Prep Sports Report	1-3
JMC:2500	Community Media	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:4920	Undergraduate Research	0-3
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.

Combined Programs

BA in Journalism and Mass Communication/MA in Strategic Communication

The combined BA/MA program enables students to begin work toward the MA in strategic communication while completing the bachelor's degree. Students admitted to the program may count 12 s.h. of credit toward both the BA and MA degree requirements. Offered by the Graduate College and the College of Liberal Arts and Sciences; visit the MA in strategic communication in the catalog.

Students must have a 3.25 University of Iowa grade-point average (GPA) upon application and a 3.00 cumulative GPA upon completion of the undergraduate degree.

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, students 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 is typically 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. 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 a variety of careers in writing, media, and communication fields. Graduates find employment in a variety of areas, such as public relations, advertising, marketing, political communication, health communication, fundraising communication, newspapers, magazines, radio,

TV, 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, because the Four-Year Graduation Plan does not apply to second majors.

Complete during any semester: JMC:1100 Introduction to Media Effects or JMC:1200 Introduction to Media and Culture or JMC:1500 Introduction to Social Media and fulfill the SCRIPT experiential learning requirement by completing an approved course in at least one of the following categories: study abroad, community engagement, research, internship, professional practice, or teaching.

Before the fifth semester begins: JMC:1300 Introduction to Journalism and Strategic Communication and JMC:1600 Writing Fundamentals; choose a second area of study; and complete at least one-half 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, one managing/planning or one understanding media course, one writing/storytelling or one designing/producing course, and at least three-quarters of the semester hours required for graduation.

During the seventh semester: two additional writing/storytelling or designing/producing courses, and one understanding media or one managing/planning course.

During the eighth semester: one writing/storytelling or designing/producing course, one 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, visit MyUI.

Journalism and Mass Communication, BA

- No Optional Track
- Multimedia Production and Design Track
- Reporting and Writing Track
- Strategic Communication Track

No Optional Track

Course	Title	Hours
Academic Career		
Any Semester		
SCRIPT Experiential Learning Requirement [a]		0 - 4
GE CLAS Core: Sustainability [b]		
	Hours	**0-4**
First Year		
Fall		
JMC:1100 or JMC:1200 or JMC:1500	Introduction to Media Effects [c, d] or Introduction to Media and Culture or Introduction to Social Media	3
JMC:1600	Writing Fundamentals [e]	1
RHET:1030 or ENGL:1200	Rhetoric: Writing and Communication or Interpreting Literature	3 - 4
GE CLAS Core: World Languages First Level Proficiency or elective course [f]		4 - 5
CSI:1600	Success at Iowa	1
Elective course [g]		3
	Hours	**15-17**
Spring		
JMC:1300	Introduction to Journalism and Strategic Communication [h]	3
RHET:1030 or ENGL:1200	Rhetoric: Writing and Communication or Interpreting Literature	3 - 4
GE CLAS Core: Natural Sciences with Lab [i]		4
GE CLAS Core: World Languages Second Level Proficiency or elective course [f]		4 - 5
Elective course [g]		1
	Hours	**15-17**
Second Year		
Fall		
JMC:2010	Reporting and Writing [j]	3
JMC:2020	Multimedia Storytelling [j, k]	3
JMC:2600	Freedom of Expression [d]	3
GE CLAS Core: World Languages Third Level Proficiency or elective course [f]		4 - 5
Elective course [g]		2
Choose second area of study by this semester [l]		
Experiential Learning: begin planning for SCRIPT requirement [a]		
	Hours	**15-16**
Spring		
JMC:2030	Visual Communication and Design [k]	3
JMC:2700	Media Ethics	3
Major Elective: second area of study course [l]		3

GE CLAS Core: World Languages Fourth Level Proficiency or elective course [f]	4 - 5
Elective course [g]	2
Internship: apply for summer internships if planning to do one (may count for SCRIPT requirement)	
If interested in an optional track for the JMC major, choose one by this semester [m]	
Hours	**15-16**

Third Year

Fall

Major Elective: designing/producing course (prefix JMC, numbered 36XX)	3
Major Elective: writing/storytelling course (prefix JMC, numbered 34XX)	3
Major Elective: second area of study course [l]	3
GE CLAS Core: Quantitative or Formal Reasoning [i]	3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society [i, n]	3
Hours	**15**

Spring

Major Elective: designing/producing course (prefix JMC, numbered 36XX)	3
Major Elective: writing/storytelling course (prefix JMC, numbered 34XX)	3
Major Elective: second area of study course [l]	3
GE CLAS Core: Natural Sciences without Lab [i]	3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society [i, n]	3
Internship: apply for summer internships if planning to do one (may count for SCRIPT requirement)	
Hours	**15**

Fourth Year

Fall

Major Elective: capstone course (prefix JMC, numbered 4100-4400)	3
Major Elective: understanding media course (prefix JMC, numbered 31XX or 2101)	3
Major Elective: second area of study course [l]	3
Major Elective: second area of study course or elective [l]	3
GE CLAS Core: Literary, Visual, and Performing Arts [i]	3
Hours	**15**

Spring

Major Elective: managing/planning course (prefix JMC, numbered 35XX or 3720)	3
Major Elective: second area of study course [l]	3
Major Elective: second area of study course or elective [l]	3
Major Elective: second area of study course or elective [l]	3
GE CLAS Core: International and Global Issues [i]	3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) [o]	
Hours	**15**
Total Hours	**120-130**

a Every student majoring in journalism and mass communication must complete at least one experiential learning course from any of the following categories: study abroad, community engagement, research, internship, professional practice, or teaching. Courses that satisfy the SCRIPT requirement can be found in the General Catalog.

b 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 or Formal Reasoning; Social Sciences; Historical Perspectives; International and Global Issues; Literary, Visual, and Performing Arts; or Values and Society.

c Students must complete one of these courses with a grade of C-minus or higher.

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

e Students must complete JMC:1600 with a grade of C-minus or higher before enrolling in JMC:2010 or JMC:2020.

f 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.

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

h Students must complete JMC:1300 with a grade of C-minus or higher before enrolling in JMC:2010, JMC:2020, and JMC:2030.

i 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.

j Students must complete JMC:2010 and JMC:2020 with a grade of C-minus or higher before taking writing/storytelling courses (JMC:34XX).

k Students must complete JMC:2020 and JMC:2030 with a grade of C-minus or higher before taking designing/producing courses (JMC:36XX).

l 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 minor in media management). Students may not double count courses for their journalism and mass communication major and a certificate or minor being used as their second area of study.

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

n 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.

o Please see Academic Calendar, on 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		
SCRIPT Experiential Learning requirement [a]		0 - 4
GE CLAS Core: Sustainability [b]		
	Hours	**0-4**
First Year		
Fall		
JMC:1300	Introduction to Journalism and Strategic Communication [c]	3
JMC:1600	Writing Fundamentals [d]	1
RHET:1030 or ENGL:1200	Rhetoric: Writing and Communication or Interpreting Literature	3 - 4
GE CLAS Core: World Languages First Level Proficiency or elective course [e]		4 - 5
CSI:1600	Success at Iowa	1
Elective course [f]		3
	Hours	**15-17**
Spring		
JMC:1200 or JMC:1500 or JMC:1100	Introduction to Media and Culture [g, h] or Introduction to Social Media or Introduction to Media Effects	3
JMC:2600	Freedom of Expression [h]	3
ENGL:1200 or RHET:1030	Interpreting Literature or Rhetoric: Writing and Communication	3 - 4
GE CLAS Core: World Languages Second Level Proficiency or elective course [e]		4 - 5
Elective course [f]		2
	Hours	**15-17**
Second Year		
Fall		
JMC:2020	Multimedia Storytelling [i, j]	3
JMC:2030	Visual Communication and Design [i]	3
GE CLAS Core: Natural Sciences with Lab [k]		4
GE CLAS Core: World Languages Third Level Proficiency or elective course [e]		4 - 5
Elective course [f]		1
Experiential Learning: begin planning for SCRIPT requirement [a]		
	Hours	**15-16**
Spring		
JMC:2010	Reporting and Writing [j]	3
Major Elective: designing/producing course (prefix JMC, numbered 36XX) [l]		3
Major Elective: second area of study course [m]		3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course [e]		4 - 5
Elective course [f]		2
Internship: apply for summer internships (not required for the degree but strongly encouraged)		
	Hours	**15-16**
Third Year		
Fall		
JMC:2700	Media Ethics	3
Major Elective: designing/producing course (prefix JMC, numbered 36XX) [l]		3
Major Elective: second area of study course [m]		3
GE CLAS Core: Quantitative or Formal Reasoning [k]		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society [k, n]		3
	Hours	**15**
Spring		
Major Elective: designing/producing course (prefix JMC, numbered 36XX) [l]		3
Major Elective: writing/storytelling course (prefix JMC, numbered 34XX) [l]		3
Major Elective: second area of study course [m]		3
GE CLAS Core: Natural Sciences without Lab [k]		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society [k, n]		3
Internship: apply for summer internships (not required for the degree but strongly encouraged)		
	Hours	**15**
Fourth Year		
Fall		
Major Elective: capstone course [l]		3
Major Elective: understanding media course (prefix JMC, numbered 31XX or 2101) [l]		3
Major Elective: second area of study course [m]		3
Major Elective: second area of study course or elective [m]		3
GE CLAS Core: Literary, Visual, and Performing Arts [k]		3
	Hours	**15**
Spring		
Major Elective: managing/planning course (prefix JMC, numbered 35XX or 3720) [l]		3
Major Elective: second area of study course [m]		3
Major Elective: second area of study course or elective [m]		3
Major Elective: second area of study course or elective [m]		3
GE CLAS Core: International and Global Issues [k]		3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) [o]		
	Hours	**15**
	Total Hours	**120-130**

a Every student majoring in journalism and mass communication must complete at least one experiential education course from Study Abroad, Community Engagement, Research, Internship, Professional Practice, or Teaching (SCRIPT). Courses that satisfy the SCRIPT requirement can be found in the General Catalog.

b 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 or Formal Reasoning; Social Sciences; Historical Perspectives; International and Global Issues; Literary, Visual, and Performing Arts; or Values and Society.

c Students must complete JMC:1300 with a grade of C-minus or higher before enrolling in JMC:2010, JMC:2020, and JMC:2030.

d Students must complete JMC:1600 with a grade of C-minus or higher before enrolling in JMC:2010 or JMC:2020.

e 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.

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

g Students must complete one of these courses with a grade of C-minus or higher.

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

i Students must complete JMC:2020 and JMC:2030 with a grade of C-minus or higher before taking designing/producing courses (JMC:36XX).

j Students must complete JMC:2010 and JMC:2020 with a grade of C-minus or higher before taking writing/storytelling courses (JMC:34XX).

k 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.

l Choose from list of approved courses for this track.

mStudents 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 minor in media management). Students may not double count courses for their journalism and mass communication major and a certificate or minor being used as their second area of study.

n 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.

o Please see Academic Calendar, on 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		
SCRIPT Experiential Learning requirement [a]		0 - 4
GE CLAS Core: Sustainability [b]		
	Hours	**0-4**
First Year		
Fall		
JMC:1300	Introduction to Journalism and Strategic Communication [c]	3
JMC:1600	Writing Fundamentals [d]	1
RHET:1030 or ENGL:1200	Rhetoric: Writing and Communication or Interpreting Literature	3 - 4
GE CLAS Core: World Languages First Level Proficiency or elective course [e]		4 - 5
CSI:1600	Success at Iowa	1
Elective course [f]		3
	Hours	**15-17**
Spring		
JMC:1500 or JMC:1100 or JMC:1200	Introduction to Social Media [g, h] or Introduction to Media Effects or Introduction to Media and Culture	3
JMC:2600	Freedom of Expression [h]	3
RHET:1030 or ENGL:1200	Rhetoric: Writing and Communication or Interpreting Literature	3 - 4
GE CLAS Core: World Languages Second Level Proficiency or elective course [e]		4 - 5
Elective course [f]		2
	Hours	**15-17**
Second Year		
Fall		
JMC:2010	Reporting and Writing [i]	3
JMC:2020	Multimedia Storytelling [i, j]	3
GE CLAS Core: Natural Sciences with Lab [k]		4
GE CLAS Core: World Languages Third Level Proficiency or elective course [e]		4 - 5
Elective course [f]		1
Experiential Learning: begin planning for SCRIPT requirement [a]		
	Hours	**15-16**
Spring		
JMC:2030	Visual Communication and Design [j]	3
JMC:3403 or JMC:3401	Public Affairs Reporting and Writing or Beat Reporting and Writing	3
Major Elective: second area of study course [l]		3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course [e]		4 - 5
Elective course [f]		2
Internship: apply for summer internships (not required for the degree but strongly encouraged)		
	Hours	**15-16**
Third Year		
Fall		
JMC:2700	Media Ethics	3
Major Elective: writing/storytelling course (prefix JMC, numbered 34XX) [m]		3
Major Elective: second area of study course [l]		3
GE CLAS Core: Quantitative or Formal Reasoning [k]		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society [k, n]		3
	Hours	**15**
Spring		
Major Elective: designing/producing course (prefix JMC, numbered 36XX) [m]		3
Major Elective: writing/storytelling course (prefix JMC, numbered 34XX) [m]		3
Major Elective: second area of study course [l]		3
GE CLAS Core: Natural Sciences without Lab [k]		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society [k, n]		3

Internship: apply for summer internships (not required for the degree but strongly encouraged)	
Hours	**15**
Fourth Year	
Fall	
Major Elective: capstone course [m]	3
Major Elective: managing/planning course (prefix JMC, numbered 35XX) [m]	3
Major Elective: second area of study course [l]	3
Major Elective: second area of study course or elective [l]	3
GE CLAS Core: Literary, Visual, and Performing Arts [k]	3
Hours	**15**
Spring	
Major Elective: understanding media course (prefix JMC, numbered 31XX or 2101) [m]	3
Major Elective: second area of study course [l]	3
Major Elective: second area of study course or elective [l]	3
Major Elective: second area of study course or elective [l]	3
GE CLAS Core: International and Global Issues [k]	3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) [o]	
Hours	**15**
Total Hours	**120-130**

a Every student majoring in journalism and mass communication must complete at least one experiential education course from Study Abroad, Community Engagement, Research, Internship, Professional Practice, or Teaching (SCRIPT). Courses that satisfy the SCRIPT requirement can be found in the General Catalog.

b 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 or Formal Reasoning; Social Sciences; Historical Perspectives; International and Global Issues; Literary, Visual, and Performing Arts; or Values and Society.

c Students must complete JMC:1300 with a grade of C-minus or higher before enrolling in JMC:2010, JMC:2020, and JMC:2030.

d Students must complete JMC:1600 with a grade of C-minus or higher before enrolling in JMC:2010 or JMC:2020.

e 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.

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

g Students must complete one of these courses with a grade of C-minus or higher.

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

i Students must complete JMC:2010 and JMC:2020 with a grade of C-minus or higher before taking writing/storytelling courses (JMC:34XX).

j Students must complete JMC:2020 and JMC:2030 with a grade of C-minus or higher before taking designing/producing courses (JMC:36XX).

k 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.

l 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 minor in media management). Students may not double count courses for their journalism and mass communication major and a certificate or minor being used as their second area of study.

mChoose from list of approved courses for this track.

n 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.

o Please see Academic Calendar, on 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		
SCRIPT Experiential Learning requirement [a]		0 - 4
GE CLAS Core: Sustainability [b]		
	Hours	**0-4**
First Year		
Fall		
JMC:1500 or JMC:1200 or JMC:1100	Introduction to Social Media [c, d] or Introduction to Media and Culture or Introduction to Media Effects	3
JMC:1600	Writing Fundamentals [e]	1
RHET:1030 or ENGL:1200	Rhetoric: Writing and Communication or Interpreting Literature	3 - 4
GE CLAS Core: World Languages First Level Proficiency or elective course [f]		4 - 5
CSI:1600	Success at Iowa	1
Elective course [g]		3
	Hours	**15-17**
Spring		
JMC:1300	Introduction to Journalism and Strategic Communication [h]	3
JMC:2600	Freedom of Expression [d]	3
ENGL:1200 or RHET:1030	Interpreting Literature or Rhetoric: Writing and Communication	3 - 4
GE CLAS Core: World Languages Second Level Proficiency or elective course [f]		4 - 5

Elective course [g]		2
	Hours	**15-17**
Second Year		
Fall		
JMC:2010	Reporting and Writing [i]	3
JMC:2020	Multimedia Storytelling [i, j]	3
GE CLAS Core: Natural Sciences with Lab [k]		4
GE CLAS Core: World Languages Third Level Proficiency or elective course [f]		4 - 5
Elective course [g]		1
Experiential Learning: begin planning for SCRIPT requirement [a]		
	Hours	**15-16**
Spring		
JMC:2030	Visual Communication and Design [j]	3
JMC:3412	Strategic Communication Writing	3
Major Elective: second area of study course [l]		3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course [f]		4 - 5
Elective course [g]		2
Internship: apply for summer internships (not required for the degree but strongly encouraged)		
	Hours	**15-16**
Third Year		
Fall		
Major Elective: designing/producing course (prefix JMC, numbered 36XX) [m]		3
Major Elective: second area of study course [l]		3
Major Elective: second area of study course [l]		3
GE CLAS Core: Quantitative or Formal Reasoning [k]		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society [k, n]		3
	Hours	**15**
Spring		
JMC:2700	Media Ethics	3
Major Elective: designing/producing course (prefix JMC, numbered 36XX) [m]		3
Major Elective: managing/planning course (prefix JMC, numbered 35XX or 3720) [m]		3
GE CLAS Core: Natural Sciences without Lab [k]		3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Society [k, n]		3
Internship: apply for summer internships (not required for the degree but strongly encouraged)		
	Hours	**15**
Fourth Year		
Fall		
Major Elective: understanding media course (prefix JMC, numbered 31XX or 2101) [m]		3
Major Elective: writing/storytelling course (prefix JMC, numbered 34XX) [m]		3
Major Elective: second area of study course [l]		3
Major Elective: second area of study course or elective [l]		3
GE CLAS Core: Literary, Visual, and Performing Arts [k]		3
	Hours	**15**
Spring		
Major Elective: capstone course [m]		3
Major Elective: second area of study course [l]		3
Major Elective: second area of study course or elective [l]		3
Major Elective: second area of study course or elective [l]		3
GE CLAS Core: International and Global Issues [k]		3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) [o]		
	Hours	**15**
	Total Hours	**120-130**

a Every student majoring in journalism and mass communication must complete at least one experiential education course from Study Abroad, Community Engagement, Research, Internship, Professional Practice, or Teaching (SCRIPT). Courses that satisfy the SCRIPT requirement can be found in the General Catalog.

b 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 or Formal Reasoning; Social Sciences; Historical Perspectives; International and Global Issues; Literary, Visual, and Performing Arts; or Values and Society.

c Students must complete one of these courses with a grade of C-minus or higher.

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

e Students must complete JMC:1600 with a grade of C-minus or higher before enrolling in JMC:2010 or JMC:2020.

f 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.

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

h Students must complete JMC:1300 with a grade of C-minus or higher before enrolling in JMC:2010, JMC:2020, and JMC:2030.

i Students must complete JMC:2010 and JMC:2020 with a grade of C-minus or higher before taking writing/storytelling courses (JMC:34XX).

j Students must complete JMC:2020 and JMC:2030 with a grade of C-minus or higher before taking designing/producing courses (JMC:36XX).

k 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.

l 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 minor in media management). Students may not double count courses for their journalism and mass communication major and a certificate or minor being used as their second area of study.

mChoose from list of approved courses for this track.

- 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.
- Please see Academic Calendar, on 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.