Journalism and Mass Communication, B.A.

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, B.A.

• No Optional Track [p. 1]
• Multimedia Production and Design Track [p. 2]
• Reporting and Writing Track [p. 3]
• Strategic Communication Track [p. 5]

No Optional Track

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Any Semester</td>
<td>GE CLAS Core: Sustainability a</td>
<td></td>
</tr>
<tr>
<td>First Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td>JMC:1100 or JMC:1200 or JMC:1500</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Introduction to Media Effects b c</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or Introduction to Media and Culture</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or Introduction to Social Media</td>
<td></td>
</tr>
<tr>
<td></td>
<td>JMC:1600</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Writing Fundamentals b</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ENGL:1200 or RHET:1030</td>
<td>3 - 4</td>
</tr>
<tr>
<td></td>
<td>The Interpretation of Literature</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or Rhetoric</td>
<td></td>
</tr>
<tr>
<td></td>
<td>GE CLAS Core: World Languages First Level Proficiency d</td>
<td>4 - 5</td>
</tr>
<tr>
<td></td>
<td>CSI:1600</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Success at Iowa</td>
<td></td>
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<tr>
<td></td>
<td>Elective course e</td>
<td>2</td>
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Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>JMC:1300</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Introduction to Journalism and Strategic Communication</td>
<td></td>
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<tr>
<td></td>
<td>RHET:1030 or ENGL:1200</td>
<td>3 - 4</td>
</tr>
<tr>
<td></td>
<td>Rhetoric or The Interpretation of Literature</td>
<td></td>
</tr>
<tr>
<td></td>
<td>GE CLAS Core: Natural Sciences with Lab f</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>GE CLAS Core: World Languages Second Level Proficiency d</td>
<td>4 - 5</td>
</tr>
<tr>
<td></td>
<td>Elective course e</td>
<td>1</td>
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Second Year

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<th>Course</th>
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<tbody>
<tr>
<td>Fall</td>
<td>JMC:2010</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Reporting and Writing g</td>
<td></td>
</tr>
<tr>
<td></td>
<td>JMC:2030</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Visual Communication and Design</td>
<td></td>
</tr>
<tr>
<td></td>
<td>JMC:2600</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Freedom of Expression c</td>
<td></td>
</tr>
<tr>
<td></td>
<td>GE CLAS Core: World Languages Second Level Proficiency g</td>
<td>4 - 5</td>
</tr>
<tr>
<td></td>
<td>Elective course e</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Choose second area of study by this semester j</td>
<td></td>
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Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>JMC:2020</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Multimedia Storytelling g, h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>JMC:2700</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Media Ethics and Diversity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Major: second area of study course i</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GE CLAS Core: World Languages Fourth Level Proficiency g</td>
<td>4 - 5</td>
</tr>
<tr>
<td></td>
<td>Elective course e</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Internship: apply for summer internships (not required for the degree but strongly encouraged)</td>
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<tr>
<td></td>
<td>If interested in an optional track for the JMC major, choose one by this semester j</td>
<td></td>
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</tbody>
</table>

Third Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>Major: designing/producing course (prefix JMC, numbered 36XX)</td>
<td>3</td>
</tr>
</tbody>
</table>

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.
Major: writing/storytelling course (prefix JMC, numbered 34XX) 3
Major: second area of study course 3
GE CLAS Core: Quantitative or Formal Reasoning 3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture 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 3
GE CLAS Core: Natural Sciences without Lab 3
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture 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) 3
Major: second area of study course 3
Major: second area of study course or elective 3
GE CLAS Core: Literary, Visual, and Performing Arts 3

**Hours** 15

**Spring**
Major: managing/planning course (prefix JMC, numbered 35XX or 3720) 3
Major: second area of study course 3
Major: second area of study course or elective 3
GE CLAS Core: International and Global Issues 3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall)

**Hours** 15

**Total Hours** 120-126

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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- or higher before taking writing/storytelling courses (JMC:34XX).

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- or higher before taking writing/storytelling courses (JMC:34XX).

h Students must complete these courses with a C- 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 in another department; 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 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.

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**Multimedia Production and Design Track**

<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>
<tr>
<td>RHET:1030 or ENGL:1200</td>
<td>Rhetoric or The Interpretation of Literature</td>
<td>3 - 4</td>
</tr>
<tr>
<td>GE CLAS Core: World Languages First Level Proficiency</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<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>ENGL:1200 or RHET:1030</td>
<td>The Interpretation of Literature or Rhetoric</td>
<td>3 - 4</td>
</tr>
<tr>
<td>GE CLAS Core: World Languages Second Level Proficiency</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<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></td>
</tr>
</tbody>
</table>
GE CLAS Core: Natural Sciences with Lab\textsuperscript{h} \hspace{1cm} 4
GE CLAS Core: World Languages Second Level \hspace{1cm} 4 - 5
Proficiency \textsuperscript{v} \hspace{1cm} 1
Elective course \textsuperscript{d} \hspace{1cm} 1

\begin{tabular}{ |c|c| }
\hline
\textbf{Spring} & \\
JMC:2010 & Reporting and Writing \textsuperscript{g} \hspace{1cm} 3 \\
Major: designing/producing course (prefix JMC, numbered 36XX) & 3 \\
Major: second area of study course \textsuperscript{j} & 3 \\
GE CLAS Core: World Languages Fourth Level & 4 - 5 \\
Proficiency \textsuperscript{c} & 1 \\
Elective course \textsuperscript{d} & 2 \\
Internship: apply for summer internships (not required for the degree but strongly encouraged) & \\
\hline
\end{tabular}

\begin{tabular}{ |c|c| }
\hline
\textbf{Third Year} & \\
\textbf{Fall} & \\
JMC:2700 & Media Ethics and Diversity \hspace{1cm} 3 \\
Major: designing/producing course (prefix JMC, numbered 36XX) \textsuperscript{j} & 3 \\
Major: second area of study course \textsuperscript{j} & 3 \\
GE CLAS Core: Quantitative or Formal Reasoning \textsuperscript{h} & 3 \\
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture \textsuperscript{h,k} & 3 \\
\hline
\end{tabular}

\begin{tabular}{ |c|c| }
\hline
\textbf{Spring} & \\
Major: designing/producing course (prefix JMC, numbered 36XX) \textsuperscript{j} & 3 \\
Major: writing/storytelling course (prefix JMC, numbered 34XX) \textsuperscript{j} & 3 \\
Major: second area of study course \textsuperscript{j} & 3 \\
GE CLAS Core: Natural Sciences without Lab \textsuperscript{h} & 3 \\
GE CLAS Core: Historical Perspectives or Social Sciences or Values and Culture \textsuperscript{h,k} & 3 \\
Internship: apply for summer internships (not required for the degree but strongly encouraged) & \\
\hline
\end{tabular}

\begin{tabular}{ |c|c| }
\hline
\textbf{Fourth Year} & \\
\textbf{Fall} & \\
Major: managing/planning course (prefix JMC, numbered 35XX or 3720) \textsuperscript{j} & 3 \\
Major: understanding media course (prefix JMC, numbered 31XX) \textsuperscript{j} & 3 \\
Major: second area of study course \textsuperscript{j} & 3 \\
Major: second area of study course or elective \textsuperscript{j} & 3 \\
GE CLAS Core: Literary, Visual, and Performing Arts \textsuperscript{h} & 3 \\
\hline
\end{tabular}

\begin{tabular}{ |c|c| }
\hline
\textbf{Spring} & \\
Major: advanced or capstone course \textsuperscript{i} & 3 \\
Major: second area of study course \textsuperscript{j} & 3 \\
Major: second area of study course or elective \textsuperscript{j} & 3 \\
Major: second area of study course or elective \textsuperscript{j} & 3 \\
GE CLAS Core: International and Global Issues \textsuperscript{h} & 3 \\
\hline
\end{tabular}

\begin{tabular}{ |c|c| }
\hline
\textbf{Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) } & \\
\textbf{Hours} & \\
\textbf{Total Hours} & 120-126 \\
\hline
\end{tabular}

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- or higher before taking JMC:2010, JMC:2020, and JMC:2030.
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.
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- or higher before taking designing/producing courses (JMC:36XX).
g. Students must complete these courses with a C- 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 in another department; 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 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.

\begin{tabular}{ |c|c| }
\hline
\textbf{Reporting and Writing Track} & \\
\textbf{Course} & \textbf{Title} & \textbf{Hours} \\
\hline
\textbf{Academic Career} & \\
\textbf{Any Semester} & \\
GE CLAS Core: Sustainability \textsuperscript{a} & \\
\hline
\textbf{First Year} & \\
\textbf{Fall} & \\
JMC:1300 & Introduction to Journalism and Strategic Communication \textsuperscript{b} & 3 \\
JMC:1600 & Writing Fundamentals \textsuperscript{b} & 1 \\
ENGL:1200 or RHET:1030 & The Interpretation of Literature or Rhetoric & 3 - 4 \\
\hline
\end{tabular}
Journalism and Mass Communication, B.A.

**Fourth Year**

**Fall**
- Major: advanced or capstone course \( i \) 3
- Major: managing/planning course \( i \) 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

**Total Hours** 15

**Spring**
- Major: understanding media course (prefix JMC, numbered 31XX) \( i \) 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) \( i \)

**Total 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 Culture.
b Students must complete these courses with a C- or higher before taking JMC:2010, JMC:2020, and JMC:2030.
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.
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- or higher before taking writing/storytelling courses (JMC:34XX).
g Students must complete these courses with a C- 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 in another department; 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 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
### Strategic Communication Track

**Course** | **Title** | **Hours**  
--- | --- | ---  
**Academic Career** |  
**Any Semester** |  
GE CLAS Core: Sustainability  
**Hours** |  
**First Year** |  
**Fall** |  
JMC:1200 or JMC:1100 or JMC:1500 | Introduction to Media and Culture or Introduction to Media Effects or Introduction to Social Media | 3  
JMC:1600 | Writing Fundamentals  
or ENGL:1200 or RHET:1030 | Rhetoric or The Interpretation of Literature | 3 - 4  
GE CLAS Core: World Languages First Level Proficiency  
CSI:1600 | Success at Iowa | 2  
Elective course  
**Hours** | 15-17  
**Spring** |  
JMC:1300 | Introduction to Journalism and Strategic Communication | 3  
JMC:2600 | Freedom of Expression | 3  
RHET:1030 or ENGL:1200 | Rhetoric or The Interpretation of Literature | 3 - 4  
GE CLAS Core: World Languages Second Level Proficiency  
Elective course  
**Hours** | 15-17  
**Second Year** |  
**Fall** |  
JMC:2010 | Reporting and Writing | 3  
JMC:2020 | Multimedia Storytelling  
GE CLAS Core: Natural Sciences with Lab  
GE CLAS Core: World Languages Second Level Proficiency  
Elective course  
**Hours** | 15-16  
**Spring** |  
JMC:2030 | Visual Communication and Design  
JMC:3412 | Strategic Communication Writing  
Major: second area of study course  
GE CLAS Core: World Languages Fourth Level Proficiency  
Elective course  
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)  
**Hours** |  
**Fourth Year** |  
**Fall** |  
Major: understanding media course (prefix JMC, numbered 31XX)  
Major: second area of study course  
Major: second area of study course or elective  
GE CLAS Core: Literary, Visual, and Performing Arts  
**Hours** | 15  
**Spring** |  
Major: advanced or capstone course  
Major: second area of study course  
Major: second area of study course or elective  
GE CLAS Core: International and Global Issues  
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall)  
**Hours** | 15  
**Total Hours** | 120-126

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*Students must complete these courses with a C- or higher before taking JMC:2010, JMC:2020, and JMC:2030.*

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

*Students must complete these courses with a C- or higher before taking JMC:36XX.*

*Students must complete these courses with a C- or higher before taking designing/producing courses (JMC:36XX).*

*GE CLAS Core courses may be completed in any order unless used as a prerequisite for another course.*

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**Timing**

Contact your academic advisor or Graduation Services.

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**Notes**

- Students must complete four years of a single language in high school to satisfy the GE CLAS World Language requirement.
- Students who have completed four years of a single language in high school have satisfied the GE CLAS World Language requirement.
- Students must complete these courses with a C- or higher before taking designing/producing courses (JMC:36XX).
- Students must complete these courses with a C- or higher before taking writing/storytelling courses (JMC:34XX).
- Students who have completed four years of a single language in high school have satisfied the GE CLAS World Language requirement.
- Students must complete these courses with a C- or higher before taking designing/producing courses (JMC:36XX).
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 in another department; 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.