Journalism and Mass Communication, B.A.

Requirements

The Bachelor of Arts with a major in journalism and mass communication requires a minimum of 120 s.h., including at least 42 s.h. in journalism and mass communication courses, plus a second major, certificate, or minor from the school’s approved list. See "Second Major or Concentration Area" below for specific requirements. Students must maintain a g.p.a. 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 48 s.h. earned in School of Journalism and Mass Communication courses (prefix JMC) toward the 120 s.h. required for the degree.

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 B.A. with a major in journalism and mass communication requires the following coursework.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction Courses</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Foundation Courses</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Application Courses</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Advanced or Capstone Course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Second Major or Concentration Area</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td><strong>42</strong></td>
<td></td>
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</tbody>
</table>

Introduction Courses

Students must complete these courses before they enroll in JMC:2010 Journalistic Reporting and Writing and JMC:2020 Introduction to Multimedia Storytelling.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>All of these completed with a grade of C-minus or higher:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:1100</td>
<td>Media Uses and Effects</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1200</td>
<td>Media History and Culture</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1600</td>
<td>Writing Fundamentals</td>
<td>1</td>
</tr>
<tr>
<td>One of these completed with a grade of C-minus or higher:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:1300</td>
<td>Principles of Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1400</td>
<td>Principles of Journalism</td>
<td>3</td>
</tr>
</tbody>
</table>

Foundation Courses

Students must complete JMC:2010 and JMC:2020 before they enroll in a Designing/Producing or Writing/Storytelling course.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both of these completed with a grade of C-minus or higher:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:2010</td>
<td>Journalistic Reporting and Writing</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:2020</td>
<td>Introduction to Multimedia Storytelling</td>
<td>4</td>
</tr>
<tr>
<td>And both of these:</td>
<td></td>
<td></td>
</tr>
<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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</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: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>

Understanding Media

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</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>New 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>
<tr>
<td>JMC:3190</td>
<td>Classics of Sports Journalism: From Jack London to Grantland</td>
<td>3</td>
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</table>

Designing/Producing

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>One 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>Studio News 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>Web 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>
</tbody>
</table>
Journalism and Mass Communication, B.A.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<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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</table>

**Writing/Storytelling**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two of these:</td>
<td></td>
<td></td>
</tr>
<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>Multimedia News Storytelling</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>
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**Advanced or Capstone Course**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>One of these:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:4100</td>
<td>Advanced Topics in Writing/Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>JMC:4125</td>
<td>Advanced Strategic Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>JMC:4300</td>
<td>Advanced Photography</td>
<td>3</td>
</tr>
<tr>
<td>JMC:4310</td>
<td>Advanced Topics in Designing/Producing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:4315</td>
<td>Advanced Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:4350</td>
<td>Advanced Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>JMC:4360</td>
<td>Advanced Web Design</td>
<td>3</td>
</tr>
<tr>
<td>JMC:4400</td>
<td>Capstone</td>
<td>3</td>
</tr>
</tbody>
</table>

**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 48 s.h. earned in the School of Journalism and Mass Communication toward the 120 s.h. required for the degree.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:1000</td>
<td>First-Year Seminar</td>
<td>1-2</td>
</tr>
<tr>
<td>JMC:1500</td>
<td>Social Media Today</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1800</td>
<td>Twenty-first-Century Science: Environmental Communication in the Digital Age</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:2100</td>
<td>Journalism Internship</td>
<td>1-3</td>
</tr>
<tr>
<td>JMC:2150</td>
<td>News and Knowledge: Chinese Culture, History, and Journalism</td>
<td>1</td>
</tr>
<tr>
<td>JMC:2500</td>
<td>Community Media</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3025</td>
<td>Iowa Policy and Opinion Lab</td>
<td>1-3</td>
</tr>
<tr>
<td>JMC:3210</td>
<td>Workshop for Secondary School Journalism/Communication Teachers</td>
<td>1-3</td>
</tr>
<tr>
<td>JMC:3350</td>
<td>Journalism Topics for Nonmajors</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3360</td>
<td>Journalism Writing for Nonmajors</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3700</td>
<td>Field Experience: Nonprofit Leadership and Philanthropy</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3710</td>
<td>Fundraising Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>JMC:4900</td>
<td>Special Projects in Mass Communication</td>
<td>arr.</td>
</tr>
<tr>
<td>JMC:4910</td>
<td>Readings in Communication and Mass Communication</td>
<td>1-3</td>
</tr>
<tr>
<td>JMC:4955</td>
<td>Honors Project</td>
<td>3</td>
</tr>
</tbody>
</table>

**Second Major or Concentration Area**

Every student majoring in journalism and mass communication must complete a second major, an approved certificate, or a concentration area outside the School of Journalism and Mass Communication. Study in the second major or concentration area 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 Major or Concentration Area**

Students must complete the requirements for the journalism and mass communication major (at least 42 s.h.) and must satisfy the school's second major or concentration area requirement in one of three ways.

**Option 1:** complete a second major in another department.

**Option 2:** complete an undergraduate certificate or minor that is listed on the department’s approved list. Students may not count courses toward both their journalism and mass communication major and the certificate or minor being used as their second area of study. They can choose from one of the following: aging and longevity studies, arts entrepreneurship, business administration minor, critical cultural competence, disability studies, drug delivery, entrepreneurial management, event management, geographic information science, global health studies, human rights, international business, interscholastic athletic/activities administration, Latin American studies, leadership studies, medieval studies, museum studies, Native American and Indigenous studies, naval science and technology, nonprofit leadership and philanthropy, political risk analysis, public digital arts, public health, resilience and trauma-informed perspectives, risk management and insurance, social science analytics, sustainability, technological entrepreneurship, and writing.

**Option 3:** reasonable accommodations may be made for students who wish to develop their own secondary area of
concentration, which must consist of a minimum of 24 s.h., and at least 15 of the 24 s.h. must be earned in advanced courses numbered 3000 or above or with approval of advisor.