Journalism and Mass Communication, BA

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.