

# Journalism and Mass Communication

## Director

- David Ryfe

**Undergraduate major:** journalism and mass communication (B.A.)

**Undergraduate minors:** media management; news and media literacy

**Graduate degrees:** M.A. in journalism; M.A. in strategic communication; Ph.D. in mass communications

**Faculty:** <https://journalism.uiowa.edu/people>

**Website:** <https://journalism.uiowa.edu/>

The School of Journalism and Mass Communication offers an undergraduate major and two minors as well as three graduate degree programs. Undergraduate students in all majors may use approved journalism and mass communication courses to satisfy the Diversity and Inclusion, Historical Perspectives, Social Sciences, and Values and Culture requirements of the College of Liberal Arts and Sciences GE CLAS Core, and the school's First-Year Seminar is designed specifically for entering undergraduate students. The School of Journalism and Mass Communication also administers the two undergraduate certificates listed below.

The school is accredited by the Accrediting Council on Education in Journalism and Mass Communications.

## Certificates

The School of Journalism and Mass Communication administers the Certificate in Event Management (in collaboration with the Departments of Communication Studies, Health and Human Physiology, and Marketing). It also collaborates with the Department of Management and Entrepreneurship to offer the Certificate in Nonprofit Leadership and Philanthropy.

## Event Management

See the Certificate in Event Management in the Catalog.

## Nonprofit Leadership and Philanthropy

See the Certificate in Nonprofit Leadership and Philanthropy in the Catalog.

## Professional Enrichment

### Internships

The school encourages undergraduate majors to complete at least one internship. The school's internship coordinator helps students find appropriate positions.

Undergraduate students may earn up to a total of 4 s.h. of internship credit, but not more than 3 s.h. from one single internship, registering with appropriate faculty sponsorship for JMC:2100 Journalism Internship (1-3 s.h.). Internships do not fulfill requirements for the major, but internship credit counts toward the total journalism and mass communication credit that students may apply toward a B.A. degree (maximum of 48 s.h.). Students may take internships for no credit through CCP:1201 Academic Internship.

Students also are encouraged to pursue opportunities for journalism experience on campus through student-operated

media, including The Daily Iowan, Daily Iowan TV, and KRUI-FM radio.

## Activities

The school engages in a variety of activities for the enrichment of students, faculty, and the entire campus. Speakers visit campus each year under lectureships funded by the Li Chen Fund and the M. Holly McGranahan Lecture. In addition, guest speakers are funded through the Hearst Visiting Professionals Program. Campus organizations for students include Kappa Tau Alpha (KTA), a national society honoring scholarship in journalism, the National Association of Black Journalists (NABJ), the Public Relations Student Society of America (PRSSA), and Ed on Campus (EOC).

## Financial Support

More than \$200,000 in scholarships and awards is disbursed to journalism and mass communication students each year. Scholarship information and applications are available each fall. Visit Undergraduate Awards and Scholarships on the School of Journalism and Mass Communication website or contact the school.

Additionally, the school has a limited number of annual awards to encourage and support journalism and mass communication majors who seek an international experience or an immersive internship experience.

The school offers research and teaching assistantships for graduate students; preference is given to Ph.D. students. Journalism and mass communication students have been successful in winning competitive fellowships open to all graduate students; applicants must be nominated by the graduate committee.

## Programs

### Undergraduate Programs of Study

#### Major

- Major in Journalism and Mass Communication (Bachelor of Arts)

#### Minors

- Minor in Media Management
- Minor in News and Media Literacy

### Graduate Programs of Study

#### Majors

- Master of Arts in Journalism
- Master of Arts in Strategic Communication
- Doctor of Philosophy in Mass Communications

## Facilities

The School of Journalism and Mass Communication is housed in the Philip D. Adler Journalism and Mass Communication Building. The 65,000-square-foot building has computer laboratories for audio, video, design, writing and web publishing, a student center, and the Moeller Media Research Lab. The building also is home to offices of the Iowa High School Press Association; the Quill and Scroll Society, an international honor society for high school journalists; the

University's award-winning student newspaper, The Daily Iowan; Daily Iowan TV, a student-run newscast; and the Journal of Communication Inquiry.

## Courses

### Journalism and Mass Communication Courses

**JMC:1000 First-Year Seminar 1-2 s.h.**

Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, performances, readings, visits to research facilities). Requirements: first- or second-semester standing.

**JMC:1100 Media Uses and Effects 3 s.h.**

Introduction to mass communication theory as it relates to practical applications in the media industry and American society. GE: Social Sciences.

**JMC:1200 Media History and Culture 3 s.h.**

Historical development of journalism in the United States; cultural, historical content. GE: Historical Perspectives.

**JMC:1300 Principles of Strategic Communication 3 s.h.**

Theory and practice of public relations; cultural, social, organizational roles of public relations, opportunities, problems, and solutions.

**JMC:1400 Principles of Journalism 3 s.h.**

Understanding changes in American journalism; including factors driving this change, orientation to the contemporary landscape of journalism, and making educated guesses about the near-term future of journalism; reflection on distinctive public service mission of journalism and its adaptation to the digital age.

**JMC:1500 Social Media Today 3 s.h.**

Prehistory of social media and identification of ideas, events, and elements in ancient and historical times; earliest days of online posting and interacting; first instances of social engagement on the Web; how social media (journalism, politics, health care, romance and lifestyle, entertainment, war and terrorism, professions and jobs) affects individual areas of life, culture, and society; what's next and how social media changes lives in the future and affects the fate of humanity. GE: Values and Culture.

**JMC:1600 Writing Fundamentals 1 s.h.**

The importance of grammar; recognition of common errors in the student's own writing, with a focus on fixing these problems.

**JMC:1800 Twenty-first-Century Science: Environmental Communication in the Digital Age 3 s.h.**

How information created by scientists about environmental issues is used by media, public relations practitioners, law makers, regulators, and decision makers in governments, organizations, and corporations, as well as by lay citizens; analysis of strategies to get scientific knowledge to the public arena in ways that inform, educate, and empower the public; examination of how this information can be used to mislead or confuse the public.

**JMC:2010 Journalistic Reporting and Writing 4 s.h.**

Fundamental skills of journalistic reporting and writing. Prerequisites: JMC:1200 with a minimum grade of C- and JMC:1100 with a minimum grade of C- and JMC:1600 with a minimum grade of C- and (JMC:1300 with a minimum grade of C- or JMC:1400 with a minimum grade of C-). Corequisites: JMC:2020. Requirements: journalism major.

**JMC:2020 Introduction to Multimedia Storytelling 4 s.h.**

Fundamental skills of multimedia storytelling, including visual and digital. Prerequisites: JMC:1200 with a minimum grade of C- and JMC:1100 with a minimum grade of C- and JMC:1600 with a minimum grade of C- and (JMC:1300 with a minimum grade of C- or JMC:1400 with a minimum grade of C-). Corequisites: JMC:2010. Requirements: journalism major.

**JMC:2100 Journalism Internship 1-3 s.h.**

Faculty-supervised professional work experience in journalism and mass communication. Prerequisites: JMC:2020 and JMC:2010. Requirements: journalism major.

**JMC:2150 News and Knowledge: Chinese Culture, History, and Journalism 1 s.h.**

Chinese culture, and social and cultural issues as perceived by people inside and outside China from a journalistic view.

**JMC:2500 Community Media 3 s.h.**

The boundaries of community can be set in many ways —by geography, age, ability, race, ethnicity, and more —or by intersection of several of these factors; students engage deeply with media representations of different types of communities, discuss basic concepts of identity and community, and explore some of the major fault lines, biases, and privileges in contemporary life; students critique common stereotypes that often show up in media coverage of marginalized communities to better practice storytelling across difference, focusing on how stories from communities that are underrepresented or misrepresented by media can be amplified. GE: Diversity and Inclusion.

**JMC:2600 Freedom of Expression 3 s.h.**

Philosophy, history, political science, and legal studies blended into a semester-long meditation on the meaning of freedom of expression, especially in the United States, and specifically on the U.S. Supreme Court; special attention given to the way in which freedom of expression enters into societal debates about benefits and challenges of diversity, and whether and how to rectify structural relationships of inequality; as students learn the history and tradition of how Americans have understood this concept, they reflect on their own perspectives and engage with others who may have different ideas from their own. GE: Diversity and Inclusion.

**JMC:2700 Media Ethics and Diversity 3 s.h.**

Application of ethical principles in journalistic decision making; consideration of potentially conflicting values, loyalties, and goals that force professional journalists to make difficult choices.

**JMC:3025 Iowa Policy and Opinion Lab 0-3 s.h.**

Collaboration and study of policymaking and public opinion in Iowa; examination of policy choices in legislative, executive, and judicial branches; collection of survey data on public opinion among Iowans; students assist with research question development, data collection, data analysis, writing up results, and work with topics in these and other areas (e.g., race and crime, gender and social issues, health and COVID-19, environment); research group led by faculty in the Departments of Political Science and Journalism and Mass Communication.

- JMC:3116 Media and Global Cultures** 3 s.h.  
Communication as a vital component for any effort to create social change; necessary communication to reach out to target audiences—people and communities in need—from campaigns persuading communities to change knowledge, attitudes, and practices to aiding other development efforts in areas of health, education, rural development, or sustainable agricultural practices; importance of communication as an integral part to any effort aimed at creating large-scale social change. Same as IS:3116.
- JMC:3122 Digital and Gaming Culture** 3 s.h.  
Examination of digital and gaming cultures including immersive media technology, vloggers, online communities, and Twitch celebrities; industry, aesthetics, storytelling, rewards, and risks in video games across mobile, open world, role playing, casual, and serious game genres.
- JMC:3123 Advocacy Communication** 3 s.h.  
Explore how organizations, businesses, nonprofits, and grassroots groups attempt to shape public policy through use of traditional and new media, direct communication, and lobbying.
- JMC:3124 Entertainment Media** 3 s.h.  
Explore the technological revolution as it has profoundly shaped entertainment media, analyzing the parallels and differences among a variety of digitized media (movies, music, television, books, even video games); everything has changed, from the distribution to consumption to creation.
- JMC:3135 New Media and the Future of Sport** 3 s.h.  
Emergence and significance of internet blogs, social media, convergence journalism, video games, and fantasy sports; economic, regulatory, and cultural forces that shape new media sport journalism and entertainment. Same as AMST:3198, SPST:3198.
- JMC:3142 Social Media for Social Change** 3 s.h.  
Individuals and groups use social media to organize, collaborate, and spread their messages to local and global audiences; students explore the myriad ways that people and organizations use social media as tools for civic engagement, activism, and political participation; drawing on a broad range of international and national cases, students examine unfolding social movements from early internet activism to the present. Same as IS:3142.
- JMC:3150 Media and Health** 3 s.h.  
Potential and limits of mass media's ability to educate the public about health; research and theory on the influence of information and entertainment media; theories, models, assumptions of mass communication in relation to public health issues. Same as CBH:3150, GHS:3150.
- JMC:3165 African Americans and the Media** 3 s.h.  
Exploration of the theoretical notion of racialism in various genres of mass communication (i.e., music, print media, television/cable, film, social media); analysis and discussion of contemporary images and messages in media related to African American culture with close attention to impact of stereotypes, historical myths, stigmas, problematic representations, biased framing, and traditional racism. Same as AFAM:3925.
- JMC:3175 Gender and Mass Media** 3 s.h.  
Media images and representations of the body in terms of gender; impact on people, society; media and body image, sexuality, gender roles, gender and power, race, ethnicity, class, age; critical analysis of mediated images.
- JMC:3182 Sport, Scandal, and Strategic Communication in Media Culture** 3 s.h.  
Use of sport scandal to consider relationship between sport and media in American and global popular culture; broad range of case studies used to consider what constitutes a sport scandal, how this definition shifts in different circumstances; crucial roles media play in creating, communicating, and diffusing these crises; how phenomenon of sports scandal has intensified along with emergence of cable television, internet, and social media. Same as SPST:3182.
- JMC:3183 Sport and the Media** 3 s.h.  
Examination of sport and media's intimate relationship; aesthetic, cultural, political, economic, and industrial factors that shape it. Same as SPST:3175.
- JMC:3184 Narrative Sports Journalism** 3 s.h.  
Historical review of long-form sports journalism to understand development of subjects, form, and technique of sports coverage and long-form nonfiction writing; students read several long-form articles and books that incorporate reporting about sports, and propose an original long-form work about sports. Same as SPST:3184.
- JMC:3185 Topics in Understanding Media** 3 s.h.  
Focus on particular area, issue, approach, or body of knowledge; may include international media, media criticism, new technologies, history of documentary photography, literary journalism, media management.
- JMC:3190 Classics of Sports Journalism: From Jack London to Grantland** 3 s.h.  
Historical examples of celebrated works of sports journalism; focus on long-form texts. Same as SPST:3180.
- JMC:3210 Workshop for Secondary School Journalism/Communication Teachers** 1-3 s.h.  
Workshops on journalism/mass media curriculum, audio/video production, photojournalism, publication design, journalistic writing techniques, advising student publications. Same as EDTL:3026.
- JMC:3350 Journalism Topics for Nonmajors** 3 s.h.  
Varied journalism topics. Requirements: non-journalism major.
- JMC:3360 Journalism Writing for Nonmajors** 3 s.h.  
Intensive writing on varied journalism topics. Requirements: non-journalism major.
- JMC:3400 Topics in Writing/Storytelling** 3-4 s.h.  
Topics may include public affairs, law, science, business, medicine, intercultural affairs, education, computer-assisted reporting. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3410 Magazine Reporting and Writing** 3-4 s.h.  
Finding ideas, researching, interviewing; problems of organization and style; identification of audiences and markets; development of writing skills. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3411 Multimedia News Storytelling** 3-4 s.h.  
Principles of gathering, writing, editing, and reporting the news; techniques and concepts as a foundation for understanding, successfully writing, and delivering broadcast news. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2010 with a minimum grade of C-. Requirements: journalism major.

- JMC:3412 Strategic Communication Writing 3-4 s.h.**  
Principles and practices of persuasive writing; focus on public relations; may include editorials, op-ed pieces, magazine essays, reviews. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3413 Sports Writing 3-4 s.h.**  
Introduction to the history, culture, industry, and practice of sports writing. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.
- JMC:3414 Basic Elements of Book Writing 3-4 s.h.**  
Basic elements involved in writing a novel or a nonfiction book; students will research, write, and workshop either a nonfiction book or novel proposal; they will complete a chapter outline and one chapter from their manuscript, and constructively edit and evaluate the work of fellow classmates through individual workshop sessions; course will culminate in an author's pavilion where students will select five minutes from their chapter to read to an audience. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3415 Writing Across Cultures 3-4 s.h.**  
Forms of travel writing and other types of cross-cultural reporting; skills, knowledge, understandings vital to writing well about an increasingly multicultural and diverse world. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3420 Content Marketing 3-4 s.h.**  
Tools for creating great content, as well as tactics for getting that content in front of the right audiences with the right message at the right time. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism and mass communication major.
- JMC:3425 Personal Branding and Building a Niche 3-4 s.h.**  
Creation of original journalistic websites incorporating writing, design, and structure; contemporary online media issues. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2010 with a minimum grade of C-. Requirements: journalism major.
- JMC:3430 Political Public Relations 3-4 s.h.**  
How strategic communication goals, objectives, strategies, and tactics can influence public debate on policy issues; students apply this knowledge for the benefit of a real-world client, producing a portfolio of work by the end of the semester. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism and mass communication major.
- JMC:3440 Multimedia Narratives 3-4 s.h.**  
Builds on skills learned in JMC:2020 to develop compelling multipart digital stories; focus on a range of storytelling techniques and tools to create in-depth stories that incorporate visual, audio, text, and data; students strengthen their digital storytelling skills by producing various multimedia projects, such as podcasts and digital long-form stories; project-based with opportunities to produce individual and collaborative work. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3445 Journalistic Writing in Spanish 3 s.h.**  
Spanish writing skills; introduction to style and practice of journalistic reporting and writing. Taught in Spanish. Requirements: at least one course taught in Spanish at the 2000 level or above. Same as LAS:3020, SPAN:3020.
- JMC:3460 Arts and Culture Reporting and Writing 3-4 s.h.**  
Writing about arts and culture in a range of formats (e.g., news, profiles, features, criticism, essays); emphasis on original reporting that draws on resources, issues, people, and events on campus and in the community, especially in visual and performing arts. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2010 with a minimum grade of C-. Requirements: journalism major.
- JMC:3470 Narrative Journalism 3-4 s.h.**  
Process of writing the true story; development of skills in researching, interviewing, information gathering, organization, story-telling techniques, writing final story; story publication in magazines, newspapers, journals, online. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3490 Feature Reporting and Writing 3-4 s.h.**  
Storytelling techniques for magazine, newspaper, website features; stylistic flair; human elements in stories; research, interviewing, and reporting. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3500 Topics in Managing/Planning 3 s.h.**  
Focus on particular area, issue, approach, or body of knowledge.
- JMC:3510 Audience Engagement: Marketing Research in the Digital Age 3 s.h.**  
Solutions to problems related to communication channels, content, users, and audiences sought daily by media and communication professionals to understand what the public thinks, feels, and does about ideas, events, and trends; learn about audience needs; ways to improve or change content; systematic and methodical ways to investigate problems and figure out how best to tackle communication problems related to media content, audiences, media practice, and media institutions.
- JMC:3520 Business of Media: Profits, People, and Power 3 s.h.**  
How U.S. media is managed; decision making in a current highly charged, rapidly changing media culture; how major company decision makers seek competitive advantage, and their consequent successes and failures in doing so.
- JMC:3530 Social Media Marketing 3 s.h.**  
Social media marketing as an ever-changing area that seems to only grow in importance for everyone from academic institutions to nonprofits to businesses big and small; each of these entities and more has an online brand and goals that social media can help them meet.
- JMC:3540 The Business of Sport Communication 3 s.h.**  
Critical and practical approach to understanding contemporary sports media and business practices that mark it; focus on sports media industries and institutions; branding, marketing, demographic, public relations, and promotional factors that shape content. Same as SPST:3181.
- JMC:3550 Editing 3-4 s.h.**  
Principles and process of editing content for publication; micro- and macroediting, headline writing, other aspects of editing.

- JMC:3600 Topics in Designing/Producing** 3-4 s.h.  
Analysis and solution of problems with communication strategies and/or media products; public relations, newsletter production, radio, media research, web basics, global media, interviewing, PR fund-raising. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3603 Studio News Production** 3-4 s.h.  
Electronic news gathering (ENG); conceptualization, shooting, editing basic news packages. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3610 Graphic Design** 3-4 s.h.  
Problems of design, layout and production; practical and aesthetic considerations; digital techniques; creative projects. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2010 with a minimum grade of C-. Requirements: journalism major.
- JMC:3611 Web Design** 3-4 s.h.  
Web development from the ground up; students will choose topics and build personal sites for original pieces of journalism. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2010 with a minimum grade of C-. Requirements: journalism major.
- JMC:3630 Photography** 3-4 s.h.  
Techniques; basic craft, location shooting, editing photographs; group critiques of assignments. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.
- JMC:3640 Information and Data Visualization** 3-4 s.h.  
How to find and tell stories using data; hands-on introduction to data visualization, data analysis and data literacy for journalists and communications professionals. Prerequisites: (JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-) or CS:2110 or IGPI:5110.
- JMC:3650 Video Production** 3-4 s.h.  
Creation of high-quality videos for social media and mobile platforms; students learn how to use digital single-lens reflex (DSLR) cameras and Final Cut Pro to create professional content customized for social media sites such as YouTube and Facebook; how to use smartphone cameras and editing software to make shareable videos for mobile apps such as Instagram and Snapchat; current industry trends and preferred practices for designing, directing, and editing compelling video stories for multiple digital platforms. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3660 Audio Production** 3-4 s.h.  
Techniques; basic craft, audio recording, audio editing; individual and group production; group critiques of assignments. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3700 Field Experience: Nonprofit Leadership and Philanthropy** 3 s.h.  
Faculty-supervised professional work experience with a nonprofit organization with associated academic content.
- JMC:3710 Fundraising Fundamentals** 3 s.h.  
Nonprofit organization reliance on raised funds to survive and thrive; basic concepts of fundraising for successful nonprofit organization; work with a nonprofit organization to explore basic fundraising techniques that nonprofits typically use including donor research, annual fund campaigns (phone, mail, email), capital campaigns, events, cause-related marketing, grants, planned giving, and donor stewardship; when and how to use different fundraising strategies to meet an organization's goals.
- JMC:3720 Nonprofit Communications** 3 s.h.  
Practical experience planning and writing fundraising materials; how yearly fundraising helps approximately 1.5 million nonprofit organizations receive more than \$3 billion from individuals, foundations, and corporations to help people in need, advocate for causes, support research/arts/culture, and enhance opportunities for public and/or their members.
- JMC:4000 Scientists and Writers** 1 s.h.  
Science communication and collaborative skills that are highly sought after by employers in STEM firms including pharmaceutical firms, biotech start-ups, and many others; these same skills essential for reporting on, writing about, or translating science in any area; studio-style format. Requirements: STEM graduate standing in biological, chemical, physical, medical science, or engineering disciplines; or advanced undergraduate standing in journalism, creative writing, English, or any other writing-intensive major. Same as CHEM:4000, WRIT:4002.
- JMC:4100 Advanced Topics in Writing/ Storytelling** 3-4 s.h.  
Project journalism; extended magazine pieces, explanatory/ investigative journalism, series for newspapers, or task-force projects by entire class on a major issue, with goal of publication. Prerequisites: JMC:3400 or JMC:3405 or JMC:3410 or JMC:3411 or JMC:3412 or JMC:3413 or JMC:3414 or JMC:3415 or JMC:3420 or JMC:3425 or JMC:3430 or JMC:3435 or JMC:3440 or SPAN:3020 or JMC:3460 or JMC:3470 or JMC:3490. Requirements: journalism major.
- JMC:4110 Iowa Journalist** 3-4 s.h.  
Development of research, writing, editing, and design skills necessary to produce an engaging *Iowa Journalist* alumni magazine; students generate effective, strategy-based copy delivered through a variety of formats including print, online, and social media; critical thinking about magazine content and design and how they relate to public relations practice. Prerequisites: (JMC:3400 or JMC:3410 or JMC:3411 or JMC:3412 or JMC:3413 or JMC:3414 or JMC:3415 or JMC:3420 or JMC:3425 or JMC:3430 or JMC:3435 or JMC:3440 or SPAN:3020 or JMC:3460 or JMC:3470 or JMC:3490) and (JMC:3600 or JMC:3603 or JMC:3610 or JMC:3611 or JMC:3630 or JMC:3640 or JMC:3650 or JMC:3660). Requirements: journalism and mass communication major.
- JMC:4125 Advanced Strategic Storytelling** 3-4 s.h.  
Advanced tools for creating great content; tactics for getting that content in front of the right audiences with the right message at the right time. Prerequisites: 2 of the following are required: JMC:3412, JMC:3420, JMC:3530. Requirements: journalism major.
- JMC:4300 Advanced Photography** 3-4 s.h.  
Builds on photography skills learned in JMC:3630; may include documentary photography, advanced photography methods and techniques. Prerequisites: JMC:3630.

- JMC:4310 Advanced Topics in Designing/Producing** 3-4 s.h.  
Journalism and mass communication skills; may include editing, broadcasting, design, multimedia. Prerequisites: JMC:3600 or JMC:3603 or JMC:3610 or JMC:3611 or JMC:3630 or JMC:3640 or JMC:3650 or JMC:3660. Requirements: journalism major.
- JMC:4315 Advanced Strategic Communication** 3-4 s.h.  
Development and presentation of public relations campaigns for client organizations; communication theory and research techniques applied to analyzing and solving public relations problems through objective-based strategic planning. Prerequisites: JMC:3412 or JMC:3420. Requirements: journalism and mass communication major.
- JMC:4350 Advanced Graphic Design** 3-4 s.h.  
Advanced design, layout, and production; practical and aesthetic considerations; digital techniques; creative projects. Prerequisites: JMC:3610. Requirements: journalism major.
- JMC:4360 Advanced Web Design** 3-4 s.h.  
Course builds upon techniques learned in JMC:3611. Prerequisites: JMC:3611. Requirements: journalism major.
- JMC:4400 Capstone** 3-4 s.h.  
Application and practice of classroom experience to a specific project with guidance from a faculty member. Prerequisites: (JMC:3400 or JMC:3410 or JMC:3411 or JMC:3412 or JMC:3413 or JMC:3414 or JMC:3415 or JMC:3420 or JMC:3425 or JMC:3430 or JMC:3435 or JMC:3440 or SPAN:3020 or JMC:3460 or JMC:3470 or JMC:3490) and (JMC:3600 or JMC:3603 or JMC:3610 or JMC:3611 or JMC:3630 or JMC:3640 or JMC:3650 or JMC:3660). Requirements: journalism major.
- JMC:4900 Special Projects in Mass Communication** arr.  
Research and readings to fit needs, interests of students.
- JMC:4910 Readings in Communication and Mass Communication** 1-3 s.h.  
Focus on a problem or issue.
- JMC:4955 Honors Project** 3 s.h.  
Independent research or project for honors students. Requirements: honors standing.
- JMC:5100 Masters Seminar** 1 s.h.  
Theoretical or methodological problems in mass communication.
- JMC:5200 Topics in Strategic Communication** 3 s.h.  
Various topics relevant to strategic communication.
- JMC:5235 Strategic Communications Research** 3 s.h.  
Methodology of social science inquiry, the process and instruments of data gathering, evaluation of evidence, and the usefulness and appropriateness of various information sources in the service of strategic communication research; blends theory and practice.
- JMC:5237 Financial and Budget Fundamentals for Communicators** 3 s.h.  
How a company operates as a business; rapid changes in international economy; important SEC documents and other sources of information on public companies; a public company's financial statements; comparison of public companies financial conditions; analysis and informed conclusions about a public company's financial condition.
- JMC:5238 Strategic Communication Campaigns** 3 s.h.  
Practice of strategic communication through traditional and new media for purpose of benefiting nonprofit organizations or bringing about social change; examples and strategies from corporate, nonprofit, and social marketing campaigns; application of knowledge for benefit of real-world clients; principles and strategies applied to professional projects. Prerequisites: JMC:5300 and JMC:5400.
- JMC:5239 Strategic Web Video Communication** 3 s.h.  
Production of video content and releasing visual stories online; tools needed to capture compelling images and edit meaningful stories; strengths and weaknesses of video storytelling using portable video cameras and affordable editing software; for graduate students who are working professionals.
- JMC:5240 Digital Strategic Communication** 3 s.h.  
Exploration of information industry growth; creative processes involved in developing a blog and utilizing multimedia tools to enhance strategic messages; focus on characteristics and spread of new communication technologies and their social, economic, and political effects.
- JMC:5243 Copywriting for Strategic Communication** 3 s.h.  
Focusing copy to a targeted audience to move them to action; multiple platforms where copywriting can appear; learn how professional copywriters craft motivational, persuasive messages and continuously refine their skills; build copywriting skills through weekly exercises, peer reviews, and a final portfolio.
- JMC:5248 Strategic Political Communication** 3 s.h.  
Study of political communication; topics range from classic issues (agenda setting) to current debates and emerging topics associated with new media; readings address political communication in the United States.
- JMC:5250 Strategic Communication for Nonprofits** 3 s.h.  
Examination of components, objectives, and initiatives of strategic communications for nonprofit organizations; students specifically examine strategies that inspire and persuade diverse audiences and stakeholders through multi-channel communications with emphasis on audience analysis; in addition to assigned texts, students utilize case studies to examine organizational approaches and identify successful—and unsuccessful—strategies; although focus is primarily on nonprofits, the teaching modules are applicable to diverse industries.
- JMC:5255 Strategic Global Communication** 3 s.h.  
Examination of communications practices around the globe and exploration of different professions and organizations that employ international strategic communications; emphasis on practical application of communications theory, with copious use of real-life case studies and examples from leading expert practitioners; through a combination of projects, discussions, and case studies, students develop a more nuanced understanding of international and intercultural communication strategies while taking into account cultural context, stakeholders, and trends.
- JMC:5260 Digital Analytics for Strategic Communication** 3 s.h.  
Introduction to multiple digital analytics platforms and dashboards; how to align business objectives and digital metrics, ensuring the ability to make more strategic content, marketing, and audience targeting decisions; strategies to assist students in communicating insights and analytics to leadership.

- JMC:5266 Risk Communication** 3 s.h.  
Examination of risk as a central concept in communication process; risk as intrinsically an interdisciplinary concept; literature from a wide range of disciplines and perspectives (communication, psychology, sociology, formal risk analysis); case studies drawn from issues and cultural contexts (environmental, technological or health risks, food safety risks; international military crisis or threats of terrorism, natural disasters); emphasis on comparison of European and American contexts.
- JMC:5267 Strategic Health Care Communication** 3 s.h.  
Breaking down health care to basics; writing and communicating about health care in an understandable way so that hospitals, medical groups, and health care businesses can be better understood when doing business with each other as well as the public and consumers at large; health care writing and communication so consumers can understand, avoid injuries and even death from medical errors shown by studies on health literacy; how doctors and insurance companies can convey their messages in easy-to-understand way to lessen public frustration with the system.
- JMC:5269 Media Management for Strategic Communicators** 3 s.h.  
Looking at media in a completely new way; focus on economics and management of competitive businesses; how modern-day businesses in the media sector succeed or fail and why; decision making, competition, and outcomes; emphasis on news media companies that operate in public glare and offer rich opportunities for critical observation.
- JMC:5270 Leadership Communication** 3 s.h.  
Using communications skills effectively for leadership in the modern workplace; how technological, global, and demographic developments have combined to transform the field of strategic communications; skills necessary to be effective in an environment of collaboration, teamwork, and self-management across a variety of platforms.
- JMC:5285 Strategic Communication Externship** 3 s.h.  
Externship to allow connection between academic program and professional world; enhancement of skill and knowledge.
- JMC:5300 Foundations of Strategic Communication** 3 s.h.  
Introduction to the field of strategic communication.
- JMC:5400 Strategic Communication Writing** 3 s.h.  
Writing workshop for M.A. strategic communication students.
- JMC:5910 Masters Tutorial** arr.  
Topics in communication and mass communication inquiry.
- JMC:5950 Capstone Project in Strategic Communication** 1-3 s.h.  
Workshop of capstone projects required for graduation; for students nearing completion of M.A. in strategic communication. Requirements: M.A. in strategic communication program enrollment.
- JMC:5955 Masters Research** arr.  
Independent research for projects, theses.
- JMC:6100 M.A./Ph.D. Seminar** 1 s.h.  
Forum on theoretical or methodological problems in mass communication.
- JMC:6200 Humanistic Approaches to Media Communication** 3 s.h.  
Exploration of foundations, assumptions, and applications of critical/cultural theory and methods; how to understand and critique humanistic research; how to develop ideas, evidence, and arguments that lead to compelling and useful research in media communication.
- JMC:6300 Social Scientific Approaches to Media Communication** 3 s.h.  
Exploration of foundations, assumptions, and application of social science theory and methods to media communication questions; how to understand and critique social science research; how to develop and test questions that lead to rigorous and useful research in media communication.
- JMC:6330 Reading Group** 1-3 s.h.  
Analysis and discussion of important texts.
- JMC:6333 Seminar in Media Communication** 3 s.h.  
Topics vary.
- JMC:6700 Approaches to Media Communication** 3 s.h.  
Institutional and disciplinary issues that influence media communication.
- JMC:6910 Ph.D. Tutorial** arr.  
Communication and mass communication inquiry.
- JMC:6920 Ph.D. Research Practicum** arr.  
Conceptualization and execution of research projects.
- JMC:6999 Dissertation** arr.