

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

College of Communication and Information
School of Journalism and Mass Communication
201 Franklin Hall
Kent Campus
330-672-2572
jmc@kent.edu
www.kent.edu/jmc

Undergraduate Programs

- Advertising - B.S.
- Digital Media Production - B.S.
- Journalism - B.S.
- Public Relations - B.S.

Minors

- Advertising
- Digital Media Production
- Fashion Media
- Media Literacy
- Photojournalism
- Public Relations
- Visual Journalism

Graduate Programs

- Journalism and Mass Communication - M.A.

School of Journalism and Mass Communication Faculty

- Armour, Luke L. (2012), Associate Professor, M.A., University of Akron, 2006
- Bailey, Evan B. (2003), Assistant Professor, M.A., Kent State University, 2009
- Bowen, Candace P. (1995), Professor, M.A., Northern Illinois University, 1980
- Coombs, Danielle S. (2007), Associate Professor, Ph.D., Louisiana State University-Baton Rouge, 2007
- Dworzniak, Gretchen J. (2015), Assistant Professor, Ph.D., Kent State University, 2008
- Ewing, Michele E. (2002), Associate Professor, M.A., Kent State University, 1989
- Foster, David A. (2014), Assistant Professor, M.A., Kent State University, 2014
- Fruit, Jeffrey W. (1998), Professor, M.A., The Ohio State University, 1977
- Goodman, Mark (2008), Professor, J.D., Duke University, 1985
- Hallgren, Scott W. (2016), Assistant Professor
- Idsvoog, Karl A. (2004), Associate Professor
- Lambert, Cheryl A. (2016), Assistant Professor

- Leach, Janet C. (2003), Associate Professor, M.A., Kent State University, 2006
- Marino, Jacqueline A. (1990), Associate Professor, M.A., Johns Hopkins University, 2002
- McKenney, Mitchell J. (2001), Associate Professor, M.B.A., Kent State University, 2008
- Moore, Stefanie A. (2001), Associate Professor, M.S., Kent State University, 2007
- Murray, Gordon J. (1982), Associate Professor, Ph.D., Kent State University, 1998
- Roberts, Timothy A. (2003), Lecturer, M.A., Kent State University, 2010
- Rolnick, Rebecca M. (2017), Assistant Professor, M.F.A., University of Southern California, 2000
- Schultz, Connie, Professional in Residence
- Shelton, Eugene (2001), Professor, M.A., Kent State University, 2004
- Sledzik, William E. (1992), Associate Professor, M.S., University of New York at Buffalo, 1992
- Smith, Stephanie D. (2012), Assistant Professor, M.P.A., Harvard University, 1994
- Tang, Tang, Professor
- Wardell, Wendy A. (2012), Associate Lecturer, B.S., University of Akron, 1991
- Wasbotten, Thor L. (2012), Professor, M.S., University of Oregon, 1995
- White, Dana, Assistant Professor
- Williams, Traci E. (1995), Senior Lecturer, L.S.M., Kent State University, 2005
- York, Chance A. (2014), Assistant Professor, Ph.D., Louisiana State University-Baton Rouge, 2014
- Zake, Susan K. (2007), Assistant Professor, M.A., Kent State University, 2011

Journalism and Mass Communication (JMC)

JMC 12001 ELEMENTARY PHOTOGRAPHY 2 Credit Hours

Introduction to fundamentals and techniques of still and motion picture photography. Terminal course for students who do not have photography requirements.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 2 lecture

Grade Mode: Standard Letter

JMC 13001 PRODUCTION SAFETY AND SET PROTOCOL 2 Credit Hours

This course will enhance the collaborative experience of multimedia creation by exposing students to the various skill sets and positions in the film and TV industries and familiarize them with industry standards and best practices, especially concerning safety processes.

Prerequisite: Major in the School of Journalism and Mass Communication.

Schedule Type: Lecture

Contact Hours: 2 lecture

Grade Mode: Standard Letter

JMC 20001 MEDIA, POWER AND CULTURE (DIVD) (KSS) 3 Credit Hours

Fosters critical understanding of mass media in their historical, ideological, economic and cultural contexts. Examines what forces influence media and how media influence consumers.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Diversity Domestic, Kent Core Social Sciences, Transfer Module Social Sciences

JMC 20003 INTRODUCTION TO MASS COMMUNICATION 3 Credit Hours

Introduction to various fields of mass communication with a particular emphasis on evolution of new media technologies. History of technological and cultural change leading to the present media forms and consideration of new media.

Prerequisite: School of Journalism and Mass Communication major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: TAG Communication

JMC 20004 ADVERTISING WRITING AND STORYTELLING 3 Credit Hours

Introduces students to writing for advertising. In particular, students will understand how to effectively and strategically communicate to a variety of audiences, including business partners and consumers.

Prerequisite: 2.000 minimum cumulative GPA; major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 20005 FUNDAMENTALS OF MEDIA MESSAGES 3 Credit Hours

Working with messages for print, broadcast, electronic and new media outlets. Course may not be taken for credit nor applied toward any requirements by a journalism and mass communication (JMC) major.

Prerequisite: Communication studies (COMM) major or Fashion Merchandising (FM) or Community Health Education (CHED) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 20006 MULTIMEDIA TECHNIQUES 3 Credit Hours

Introduction to basic elements of multimedia journalistic storytelling, including the creation of audio, video, slideshows and multimedia packages for distribution via the Internet.

Prerequisite: A major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Photojournalism or Public Relations.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 20008 RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS 3 Credit Hours

Understand the ways research is employed and applied in integrated communication, including both primary and secondary research. Students will understand how to use research and insights to develop strategy, or to craft research on business strategy. They also will become thoughtful researchers and consumers of research who are cognizant of the ethical and moral responsibilities associated with human subjects research. Students will be expected to understand and appreciate the diversity of audiences. Finally, students will develop critical thinking and writing skills in order to create and share a well-crafted presentation to clients that reflect a strong understanding of the connections among data, insight and strategy.

Prerequisite: Two courses from JMC 20006 and JMC 21001 (or JMC 28001) and JMC 21004 with minimum C- grade; minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 20009 VIDEO AUDIO PRODUCTION AESTHETICS 3 Credit Hours

Study of basic video and audio production aesthetics; analysis of film, television and radio through creative use of images and sound to create meaning.

Prerequisite: A major or minor in Advertising, Communication Studies, Design, Digital Media Production, Digital Sciences, Fashion Media, Global Communication, Health Communication, Information Design, Interpersonal Communication, Journalism, Media Literacy, Organizational Communication, Photography, Photojournalism, Public Communication, Public Relations, User Experience Design, Visual Communication Design or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 20011 VIDEO AUDIO FUNDAMENTALS 3 Credit Hours

Introduction to beginning digital video and audio acquisition and editing.

Prerequisite: JMC 20009; 2.000 overall GPA; and a major or minor in the School of Journalism and Mass Communication, or School of Digital Science or School of Visual Communication Design.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

JMC 21001 PRINCIPLES OF ADVERTISING 3 Credit Hours

Advertising history, purposes, techniques, media and research; analysis of functions of advertising organizations.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: TAG Communication

JMC 21004 ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS 1 Credit Hour

Understanding of and proficiency in word processing, spreadsheet, design and presentation tools.

Prerequisite: A major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

JMC 21005 ADVERTISING MESSAGING AND COMMUNICATION 3 Credit Hours

Introduces students to the history and development of advertising, including the ways various audiences have been targeted and represented. This course also has a strong emphasis on professional writing and communication.

Prerequisite: JMC 20004, JMC 20006, JMC 21001 and JMC 21004 with minimum grades of C- (1.700); and minimum cumulative GPA of 2.000; and Advertising (ADV) major or minor.

Pre/corequisite: JMC 20008 with a minimum grade of C-.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 21008 SOCIAL MEDIA STRATEGIES 3 Credit Hours

(Cross-listed with COMM 21008) Designed to help students understand and use social media in critical and strategic ways that will improve their lives and careers. Helps students harness the power and potential of the social Web, including strategies used to position and market organizations as well as individuals. Exposes students to the latest social-media applications and to critical views of social media's impact on business, society and culture. Students are also introduced to interaction perspectives of social media, which are embedded within both the communication studies and the journalism and mass communication curriculum. Students emerge from the class with a strategic plan designed to enhance their lives and their careers.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 22000 PHOTOGRAPHY BASICS 1 Credit Hour

Fundamentals of b/w and color photography and digital manipulation software. Introduction of basic themes of journalistic photography including flash photography. Student furnishes 35mm or APS camera with flash. Disposable cameras not acceptable. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA; and Integrated Language Arts (INLA), Digital Media Production (DMP) or Journalism (JNL) major.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

JMC 22001 PHOTOGRAPHY 3 Credit Hours

Basic camera and digital techniques to provide a better understanding of photography as a creative and journalistic skill.

Prerequisite: Art Education (ARTE) or Journalism (JNL) major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: TAG Communication

JMC 22002 VIDEOGRAPHY BASICS 1 Credit Hour

Instruction in basic camcorder videography video editing techniques to provide understanding of processes as creative journalistic skills and as practical application of knowledge acquired in the prerequisite class.

Prerequisite: Journalism and Mass Communication (JMC) or Integrated Language Arts (INLA) or Visual Communication and Design (VCD) major.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

JMC 22003 VIDEOGRAPHY BASICS II 1 Credit Hour

Emphasis on video editing for broadcast news and electronic media production applications using computer video editing skills.

Prerequisite: School of Journalism and Mass Communication major or minor.

Pre/corequisite: Minimum C- grade in JMC 22002.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

JMC 22004 VISUAL STORYTELLING 3 Credit Hours

Technical and digital skills needed to produce photos that communicate. Course will stress narrative work, detailed caption information and reporting. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 cumulative GPA; JMC 22001 or VCD 18000 or CCI 12001; and Journalism and Mass Communication (JMC) or Visual Communication Design (VCD) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 23030 BASIC VIDEO PRODUCTION 3 Credit Hours

Theoretical and practical application of program production for video. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- (1.700) in JMC 20001 or JMC 20003; and minimum grade of C- (1.700) in JMC 20004 and JMC 22002; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 23031 BASIC AUDIO PRODUCTION 3 Credit Hours

Theoretical and practical application of program production for audio production. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA; and a grade of C- (1.700) or better in JMC 20001 or JMC 20003; and a grade of C- (1.700) or better in JMC 20004 and 22002; and a School of Journalism and Mass Communication major or minor.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

Attributes: TAG Communication

JMC 26001 WRITING ACROSS PLATFORMS 3 Credit Hours

Theory and practice in writing basic print and digital news and feature stories.

Prerequisite: School of Journalism and Mass Communication major or minor; or Integrated Language Arts (INLA) major.

Pre/corequisite: JMC 20001 or JMC 20003; and JMC 20006.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

JMC 26005 STORYTELLING ACROSS PLATFORMS 3 Credit Hours
Multimedia as story telling tools. Developing the multimedia mindset. Using different delivery platforms and understanding deadlines of various media forms. Formatting stories for web/mobile delivery. Learning different multimedia formats. Using multimedia in breaking news situations. Creating multimedia features and packages. Stand-alone vs. complementary stories. Learning more about capturing and using video, audio and still photos. Ethical and legal issues surrounding online news reporting and presentation. A GPA of 2.700 is required in the major.
Prerequisite: COMM 21000 and JMC 20001 and JMC 20006 and JMC 26001 with minimum grades of C- (1.700); and minimum 2.000 cumulative GPA; and Journalism (JNL) major.

Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 26007 REPORTING 3 Credit Hours
Gathering and writing news: interviewing techniques, cultivating sources, developing beats, meeting deadlines. Includes campus reporting for Daily Kent Stater. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26005 and COMM 21000 with minimum C- grade or COMM 21000, JMC 26001 and JMC 38002 with a minimum C- grade; and minimum 2.000 cumulative GPA; and Journalism and Mass Communication (JMC) major.

Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 26008 BROADCAST REPORTING 3 Credit Hours
Writing news, developing sources and beats, meeting deadlines as they relate to electronic media. Includes reporting campus news for daily broadcasts. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26005 and COMM 21000 with a minimum C- grade or COMM 21000, JMC 26001 and JMC 38002 with a minimum C- grade; and minimum 2.000 cumulative GPA; and Journalism and Mass Communication (JMC) major.

Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 26395 SPECIAL TOPICS IN JOURNALISM SKILLS 3 Credit Hours
(Repeatable three times for credit) Includes writing different types of news stories for various platforms.
Prerequisite: Special approval.

Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 28001 PRINCIPLES OF PUBLIC RELATIONS 3 Credit Hours
Explores strategic role and function of public relations in business, nonprofit public institutions and society. Covers public relations practice from development to present.
Prerequisite: None.

Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 30004 WRITING FOR VIDEO AND AUDIO MEDIA 3 Credit Hours
Application of standard writing styles and formats in the electronic media. Writing practice in commercials, continuity, promotions and introductory scriptwriting techniques. A GPA of 2.700 is required in the major.

Prerequisite: Grade of C- in JMC 20009 or JMC 20011; cumulative GPA of 2.000; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 30034 PROGRAMMING FOR DIGITAL MEDIA 3 Credit Hours
Background analysis of radio, TV, cable and Internet programming and the relationship to audience needs, interests, expectations and audience measurement procedures. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA; and Advertising (ADV), Digital Media Production (DMP), Journalism (JNL), Photojournalism (PHOJ), Public Relations (PR) majors or Media Literacy (MELT) minor.

Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 31002 ADVERTISING COPYWRITING (WIC) 3 Credit Hours
Examination and practice in various forms of advertising copywriting and their applications. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- in JMC 20004 and 21001 and 31011; 2.000 overall GPA; and Advertising (ADV) major or minor.

Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

JMC 31003 ADVERTISING MEDIA PLANNING 3 Credit Hours
Analysis, selection and scheduling of advertising media. Examination of advertising research, technique and application. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- in JMC 20004 and 20008 and 21001; 2.000 cumulative GPA; and Advertising (ADV) major or minor.

Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 31004 DIGITAL ADVERTISING 3 Credit Hours
Explores digital targeting, advertising and mobilization in detail. Students will learn how to run winning digital advertising campaigns that educate and activate constituents. It is the study of overall strategic creation of digital advertising communication with a focus on copy writing and the implementation of basic production skills. A 2.70 GPA is required in the major.

Prerequisite: JMC 20004 and JMC 20008 and JMC 21001 with minimum grades of C- (1.700); and minimum 2.000 cumulative GPA; and Advertising (ADV) major or minor.

Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 31007 DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS 2 Credit Hours

Explores digital analytics and online measurement. Students will start with planning and setting measurable objectives, finding online audiences, and then design and implement measurement plans. Students will use social media analytics tools and Google analytics to capture data and then determine next steps. A 2.70 GPA is required in the major.

Prerequisite: JMC 20008 with a minimum grade of C-; and minimum 2.000 cumulative GPA; and Advertising (ADV) or Public Relations (PR) major or minor.

Schedule Type: Lecture

Contact Hours: 2 lecture

Grade Mode: Standard Letter

JMC 31011 ADVERTISING STRATEGY DEVELOPMENT 3 Credit Hours

Ad majors learn problem-solving techniques, which they will apply to business and creative proposals designed to promote products and or services. Development of good, clear writing skills is a key component of the course.

Prerequisite: JMC 20004 and JMC 20006 and JMC 20008 and JMC 21001 and JMC 21004 with minimum grades of C- (1.700); and minimum 2.000 cumulative GPA; and Advertising (ADV) major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 32001 PHOTOJOURNALISM I 3 Credit Hours

Production of photographs for newspapers, magazines and online news media. A laboratory course emphasizing color and black and white photography. A GPA of 2.700 is required in the major.

Prerequisite: Minimum C- in CCI 12001 or JMC 22001 or VCD 18000; and minimum 2.000 cumulative GPA; and a major or minor in the School of Journalism and Mass Communication.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 32002 PHOTOJOURNALISM II 3 Credit Hours

(Repeatable once for credit) Continuation of JMC 32001. Advanced news and feature photography for newspapers, magazines and online including a collaborative project. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA and JMC 32001 with a grade of C- (1.700) or better and a Journalism and Mass Communication (JMC) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 32005 VIDEO FOR STILL PHOTOGRAPHERS 3 Credit Hours

Teaches video skills for photojournalists, including interviewing, establishing a narrative, editing, and how video is paired with the written story. A GPA of 2.700 is required in the major.

Prerequisite: JMC 22004 with a minimum grade of C- (1.700); and Journalism and Mass Communication (JMC) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 33024 BROADCAST PERFORMANCE 3 Credit Hours

Development of effective communication techniques in performance situations for visual media. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26008 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 33032 AUDIO SET-UP AND MIXING 3 Credit Hours

Production of in-studio audio programming units, with laboratory unit required as part of course. A GPA of 2.700 is required in the major.

Prerequisite: Cumulative GPA of 2.000; and a minimum C- in JMC 20011; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Corequisite: JMC 30004.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 33033 AUDIO FOR DIGITAL FILM 3 Credit Hours

A study of the theory and craft of audio and music in digital film, providing analysis and practice of production sound, post-production sound, and mixdown. A GPA of 2.700 is required in the major.

Prerequisite: JMC 20011 with a minimum grade of C-; overall GPA of 2.000; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Corequisite: JMC 30004.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 33036 TELEVISION ENGINEERING 3 Credit Hours

Introduction to basic electronic media technology and systems, providing knowledge and vocabulary to allow communication with broadcast engineers. Overview of radio/TV operations and legal viewpoint. Prep for SBE operators' cert. exam. A GPA of 2.700 is required in the major.

Prerequisite: JMC 20011 with a grade of C- (1.700); cumulative GPA of 2.000; and Journalism and Mass Communication (JMC) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 33042 STUDIO TELEVISION 3 Credit Hours

Study of all positions of a live television program including technical directing, floor directing, graphics, digital playback, and audio engineering. One hour lecture two hours lab. A GPA of 2.700 is required in the major.

Prerequisite: A minimum C- grade in JMC 20011; overall GPA of 2.000; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Corequisite: JMC 30004.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

JMC 33043 DIGITAL CINEMATOGRAPHY 3 Credit Hours

Course focuses on digital cinematography techniques for shooting documentary and narrative fiction. Two hours lecture, one hour lab. A GPA of 2.700 is required in the major.

Prerequisite: A minimum C- grade in JMC 20011; overall GPA of 2.000; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Corequisite: JMC 30004.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 33092 STUDENT MEDIA PRACTICUM IN DIGITAL MEDIA PRODUCTION (ELR) 1-3 Credit Hours

(Repeatable for a maximum of 3 credit hours) Performance of assigned activities in radio or television under student media supervision. A GPA of 2.700 is required in the major.

Prerequisite: JMC 20001 or JMC 20003 with a grade of C- (1.700) or better; cumulative GPA of 2.000; and Sophomore standing and special approval.

Schedule Type: Practicum or Internship

Contact Hours: 3-9 other

Grade Mode: Satisfactory/Unsatisfactory

Attributes: Experiential Learning Requirement

JMC 36005 COPY EDITING AND NEWS DESIGN 3 Credit Hours

Improving the writing of other journalists and writing headlines. Intensive review of AP style and grammar. A GPA of 2.700 is required in the major.

Prerequisite: COMM 21000 and JMC 26001 with a grade of C- (1.700) or better; and 2.000 overall GPA.

Schedule Type: Laboratory, Lecture

Contact Hours: 3 lecture, 0 lab

Grade Mode: Standard Letter

JMC 36008 FREELANCE JOURNALISM 3 Credit Hours

Provides students the tools, resources and strategies needed to pitch creative works to magazines, book publishers, contests and other media companies. They will learn to research markets, craft effective queries and manage the business considerations of being a freelancer. A GPA of 2.700 is required in the major.

Prerequisite: JMC 36018 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 36010 INTERVIEWING AND DATA FOR JOURNALISTS 3 Credit Hours

Interviewing techniques for reporters across media platforms. Skills for in-person, phone, email and social media interviews that will be used to produce stories for publication. Includes ethics of journalistic interviews and interrogating data. Introduction to data collection for reporters. A 2.70 GPA is required in the JMC major.

Prerequisite: JMC 20006 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 36018 FEATURE WRITING 3 Credit Hours

Researching writing and placement of feature stories in publications. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26007 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 36020 STORYTELLING WITH SOUND 3 Credit Hours

Teaches students how to research, write, edit and produce compelling audio news stories. Students will learn both the technical side of producing audio stories and the journalistic side of writing audio stories. A 2.700 is required in the major.

Prerequisite: JMC 26005 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 36040 MAGAZINE EDITING AND DESIGN 3 Credit Hours

Teaches the fundamentals of editing and design for print magazine media. It teaches the skills necessary to become an editor. A 2.70 GPA is required in the journalism major.

Prerequisite: JMC 36005 with minimum grades of C- (1.700); and minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 36050 ADVANCED REPORTING 3 Credit Hours

Focuses on accountability journalism. Students will work on both individual and team reporting projects. Students will develop and report stories of substance on local, state, and national issues. Each student will have to conduct at least one accountability interview with either a member of Congress or a member of the state legislature on a specific topic or issue. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26007 or JMC 26008; and a minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 36395 SPECIAL TOPICS IN JOURNALISM REPORTING 3 Credit Hours

(Repeatable three times for credit) Topics of special interest not covered in existing reporting classes. A GPA of 2.700 is required in the major.

Prerequisite: Minimum 2.000 cumulative GPA; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 38002 PUBLIC RELATIONS CASE STUDIES 3 Credit Hours

Explores the process and practice of public relations by requiring students to analyze real-world case studies and develop an actual public relations plan on behalf of a client organization. Students should expect to spend time outside the classroom working within teams in support of client objectives. A significant amount of writing in multiple formats is required. A major GPA of 2.700 is required.

Prerequisite: Minimum C- grade in JMC 26001 and JMC 28001; 2.000 overall GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40002 REPORTING FOR MASS MEDIA 3 Credit Hours

(Slashed with JMC 50002) Theory and practice in newswriting and reporting; news values and news judgment lead and story development techniques of gathering information and dealing with sources of news writing for deadline. Course may not be taken for credit or applied toward any requirements by a Journalism and Mass Communication (JMC) major or minor without special approval.

Prerequisite: 2.75 overall GPA and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40004 COMPUTER ASSISTED REPORTING 3 Credit Hours

(Cross-listed with JMC 50004) Computer analysis of large data sets, focusing on government court police records for preparation of news stories basics of online searching software and databases. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26007 or 26008 either with a grade of C- (1.700) or better; and 2.000 overall GPA.

Schedule Type: Laboratory, Lecture

Contact Hours: 3 lecture, 0 lab

Grade Mode: Standard Letter

JMC 40006 LAW OF MASS COMMUNICATION 3 Credit Hours

(Slashed with JMC 50006) Libel and slander; privacy copyright obscenity regulation of advertising broadcasting and corporate speech access to government legal; problems of new media. A GPA of 2.700 is required in the major.

Prerequisite: Minimum 2.000 cumulative GPAa advertising (ADV), digital media production (DMP), journalism (JNL), photojournalism (PHOJ), public relations (PR) majors or media literacy (MELT) minor; and Junior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40007 REVIEWING THE ARTS 2 Credit Hours

(Cross-listed with JMC 50007) Reviewing and criticizing of performing, visual and literary arts. Emphasis on books, film, TV and theatre. A GPA of 2.700 is required in the major.

Prerequisite: A grade of B- (2.700) or better in JMC 20004 or JMC 26001 with a grade of C- (1.700) or better; 2.000 overall GPA; and Junior or Senior standing.

Schedule Type: Lecture

Contact Hours: 2 lecture

Grade Mode: Standard Letter

JMC 40009 COMPARATIVE MEDIA SYSTEMS 3 Credit Hours

Study of the forms, organization scope and modes of operation of media systems in foreign lands. Also examines agents channels and contents of international communication. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA; and Junior or Senior standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40010 ETHICS AND ISSUES IN MASS COMMUNICATION (WIC) 3 Credit Hours

Ethical problems and issues in mass communication within a framework of basic theories, functions and social roles of the mass media. A GPA of 2.700 is required in the major.

Prerequisite: At least 18 hours of JMC courses with a C- (1.700) or better, including a grade of C- (2.700) or better in JMC 20004 or JMC 26001 or JMC 30004; 2.000 overall GPA; and a School of Journalism and Mass Communication (JMC) major; and Senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Writing Intensive Course

JMC 40011 ETHICAL ISSUES IN INTEGRATED COMMUNICATION 1 Credit Hour

Focuses specifically on the ethical and moral issues affecting Advertising and Public Relations professionals. Focuses solely on Integrated Communications. Students will understand and appreciate the complex moral and ethical decisions that professionals make each day, often under intense deadline pressure. They also acquire their basic problem-solving skills to manage these issues in real time. A GPA of 2.700 is required in the major.

Prerequisite: JMC 31002 and 31003 or JMC 38002; 2.000 overall GPA; and Advertising (ADV) or Public Relations (PR) major.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

JMC 40012 ONLINE JOURNALISM 3 Credit Hours

Study and evaluation of online news and news sites; reporting and writing for online news media design production and maintenance of an online news site ethical legal and economic issues related to online news. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26007 or 26008 with a grade of C- (1.700) or better; and 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40013 TELEVISION SPORTS PRODUCTION 3 Credit Hours

(Cross-listed with JMC 50013) A comprehensive study of the production of live action television. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 cumulative GPA; Journalism and Mass Communication (JMC) major; and Sophomore, Junior or Senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40015 MEDIA MARKETPLACE 3 Credit Hours

(Slashed with JMC 50015) Exploring management issues unique to media organizations and the impact of those issues on the organization's structure, economics markets and employees. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26001 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and Journalism and Mass Communication (JMC) major; and Junior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40016 LAW OF ADVERTISING AND PUBLIC RELATIONS 3 Credit Hours

(Cross-listed with JMC 50016) Regulation of advertising and corporate speech; first amendment libel and privacy legal problems of new media. A GPA of 2.700 is required in the major.

Prerequisite: 18 hours of JMC courses all with a grade of C- (1.700) or better; JMC 31002 or 31003 or 38002 with a grade of C-(1.700) or better; 2.000 overall GPA; and Advertising (ADV) or Public Relations (PR) majors.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40017 MEDIA ENTERPRISE 3 Credit Hours

(Cross-listed with JMC 50017) Explores methods to build and sustain organizations that market and monetize multimedia content to targeted audiences through appropriate distribution streams. Through case studies, examination of evolving best practices in media organizations and elsewhere, students will study and apply enterprise thinking.

Prerequisite: JMC 40015 or ENTR 27056.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40020 AUDIO AND STILL PHOTO PRODUCTION 3 Credit Hours

(Slashed with JMC 50020) Develop skills in telling journalistic stories by producing multimedia news stories through research and planning; reporting using digital cameras and digital audio recorders; editing photos and audio. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- in JMC 22001 or CCI 12001; 2.000 overall GPA; Journalism and Mass Communication (JMC) major; and Junior or Senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40022 FILM AS COMMUNICATION 3 Credit Hours

Study of the relationship of television and theatre films to the mass audience in terms of components and effects. A GPA of 2.700 is required in the major.

Prerequisite: JMC 20004 with a grade of B- (2.700) or better or JMC 20005 with a grade of C- (1.700) or better; and 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40023 NON-TRADITIONAL JOURNALISM 3 Credit Hours

(Cross-listed with JMC 50023) The study of journalistic writing that goes beyond the inverted pyramid and traditional feature story and has topics traditionally not defined as news. Students will also work as part of a team on multi-part stories. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- (1.700) in JMC 26007; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major and Junior or Senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40027 MANAGING MEDIA DIVERSITY 3 Credit Hours

(Cross-listed with JMC 50027) Aspects of diversity and how it changes our environment with emphasis on the field of mass communication. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40030 COLLABORATIVE ONLINE PRODUCING 3 Credit Hours

(Cross-listed with JMC 50030) The use of multimedia and interactive storytelling tools such as video, audio and graphics. Students work in teams to produce packages for online news sites and organizational videos. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- (1.700) in JMC 40012; 2.000 overall GPA; Journalism and Mass Communication (JMC) major and special approval.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 40035 TELEVISION GRAPHICS 3 Credit Hours

(Cross-listed with JMC 50035) Basic design, theory and technique in creating and preparing TV and video graphics. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA; Journalism and Mass Communication (JMC) major; and Junior or Senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40036 DIGITAL VIDEO EDITING 3 Credit Hours

Introduction to planning and creating short computer video programs integrating multi-layered digital effects and transitions for application by end users in a variety of current video field formats. A GPA of 2.700 is required in the major.

Prerequisite: Minimum C- in JMC 20011; cumulative GPA of 2.000; and major in the School of Journalism and Mass Communication.

Corequisite: JMC 30004.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 40037 SCRIPTWRITING FOR VIDEO AND FILM 3 Credit Hours

The emphasis of the course is on writing dramatic scripts for broadcast or motion pictures. The course also includes current perspectives on market needs. A GPA of 2.700 is required in the major.

Prerequisite: JMC 30004 with a grade of C- (1.700) or better; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40091 BUSINESS MEDIA SEMINAR 3 Credit Hours

(Cross-listed with JMC 50091) Study of specialized business media and preparation of portfolio appropriate for these companies. Projects are aligned with student's major. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26001 or JMC 20004; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.

Schedule Type: Seminar

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 40092 INTERNSHIP (ELR) 1-6 Credit Hours

(Repeatable for a maximum of 6 credit hours) Experience in a professional setting under professional supervision in student's field of specialization. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA and special approval.

Schedule Type: Practicum or Internship

Contact Hours: 10-60 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

JMC 40095 SPECIAL TOPICS IN JOURNALISM AND MASS COMMUNICATION 1-3 Credit Hours

(Repeatable for credit) Selected topics of special interest not covered in depth in existing courses; offered as resources permit.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

JMC 40096 INDIVIDUAL PROJECTS IN MASS COMMUNICATIONS 1-3 Credit Hours

(Repeatable for credit) Individual research projects in mass communications. Letter grades and IP permissible. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA; and Junior or Senior standing and special approval.

Schedule Type: Individual Investigation

Contact Hours: 1-3 other

Grade Mode: Standard Letter-IP

JMC 40099 SENIOR HONORS PROJECT (ELR) 2-4 Credit Hours

Thesis or other independent study project in mass communication. IP grades permissible. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA; open only to Journalism and Mass Communication (JMC) majors admitted to the Honors College.

Schedule Type: Senior Project/Honors Thesis

Contact Hours: 2-4 other

Grade Mode: Standard Letter-IP

Attributes: Experiential Learning Requirement

JMC 40192 RADIO-TELEVISION INTERNSHIP (ELR) 1 Credit Hour

(Repeatable once for credit) Experience, under professional supervision in a radio or television station or other industry, using electronic audio or video communications. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA and special approval.

Schedule Type: Practicum or Internship

Contact Hours: 1 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

JMC 40193 VARIABLE TITLE WORKSHOP IN JMC 1-3 Credit Hours

(Repeatable for credit) (Cross-listed with JMC 50193) Workshop setting dealing with topics in mass communications. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA and special approval.

Schedule Type: Workshop

Contact Hours: 1-3 other

Grade Mode: Satisfactory/Unsatisfactory

JMC 40196 INDEPENDENT STUDY IN RADIO AND TELEVISION 1-3 Credit Hours

(Repeatable for a total of 6 credit hours) Research and writing on topics approved by the students' advisers and study directors. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA and Junior or Senior standing and special approval.

Schedule Type: Individual Investigation

Contact Hours: 1-3 other

Grade Mode: Standard Letter-IP

JMC 40201 PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS 1 Credit Hour

(Slashed with JMC 50201) Provides a basic understanding of the public affairs role in public relations. It specifically examines how external factors surrounding an organization can trigger disruption, opportunity, change, adaptation, and evolution. Students explore techniques for anticipating, managing, adapting, or changing those forces. Primary attention is paid to environmental scanning, issue and stakeholder identification and management, lobbying, advocacy, and ethical implications of public policy. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26007 or JMC 26008 with minimum C- grade; and JMC 38002 with minimum C- grade; and 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

JMC 40202 PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION 1 Credit Hour

(Slashed with JMC 50202) Provides a basic understanding of the best practices of crisis planning, preparation, communication and management. The course will focus on the critical capabilities, team work and decision making skills required of public relations practitioners during periods of intense organizational turbulence, crisis, and reputational threat across numerous stakeholder groups, including internal, external, public, private and legislative audiences. A GPA of 2.700 is required in the major.

Prerequisite: JMC 38002 with a minimum C- grade; and JMC 26007 or JMC 26008 with a minimum C- grade; and 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

JMC 40295 SELECTED TOPICS IN JOURNALISM AND MASS COMMUNICATION 1-3 Credit Hours

(Repeatable for credit) Selected topics of special interest not covered in depth in existing courses; offered as resources permit. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA.

Schedule Type: Laboratory

Contact Hours: 1-3 lab

Grade Mode: Standard Letter

JMC 41002 ADVANCED ADVERTISING COPYWRITING 3 Credit Hours

Advanced copywriting projects in print advertising and corporate communications and execution of the entire print advertising campaigns. A GPA of 2.700 is required in the major.

Prerequisite: JMC 31002 and 31003 both with a grade of C- (1.700) or better; 2.000 overall GPA; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 41003 ADVERTISING ACCOUNT MANAGEMENT 3 Credit Hours

An introduction to advertising account management including the functions of an account manager, skills required to be an account manager and how to effectively lead a team of professionals. A GPA of 2.700 is required in the major.

Prerequisite: JMC 31002 with a grade of C- (1.700) or better and JMC 31003 with a grade of C- (1.700) or better; 2.000 overall GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 41005 ADVERTISING CAMPAIGNS 3 Credit Hours

Analysis of the planning, financing and execution of an advertising campaign through case study methods. A GPA of 2.700 is required in the major.

Prerequisite: JMC 31002 and 31003 both with a grade of C- (1.700) or better; 2.000 overall GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 41075 POLITICAL ADVERTISING 3 Credit Hours

Focuses on analyzing the impact of political advertising on key election cohorts. In this course, students will research and profile key demographic cohorts that will substantially impact the outcome of the election and analyze how current political advertising may impact each cohort. This course is a real-time study of key audience groups and in-market advertising and election tactics and as such its focus will change as the issues and population trends change from semester to semester. A 2.70 GPA is required in the major.

Prerequisite: JMC 20008 and JMC 21005 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and Advertising (ADV) major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 41080 ACTIVATION ADVERTISING 3 Credit Hours

Activation advertising, or brand activation, is the activation of the consumer for a brand and driving consumer action, typically by getting consumers to experience the brand. In this course students will begin to understand the consumer path-to-purchase and when a consumer becomes a shopper. Using a variety of resources, students will build strategically sound activation programs based on a big idea and relevant consumer and shopper insights. A 2.70 GPA is required in the major.

Prerequisite: JMC 20008 and JMC 21005 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and Advertising (ADV) major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 41111 FASHION PUBLISHING 3 Credit Hours

Introduction to 21st Century Fashion publishing. An overview of the evolution of fashion magazines in print and digital formats, magazine entrepreneurs, the editors role, branding, advertising, circulation, writing and production. A GPA of 2.700 is required in the major.

Prerequisite: ENTR 27056 or FDM 35280; and JMC 20005 or JMC 26001 or JMC 20004; 2.000 overall GPA; and Fashion Media (FAME) minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 41150 GLOBAL ADVERTISING AND PUBLIC RELATIONS 3 Credit Hours

Offers students the opportunity to learn about and engage in exploring issues related to advertising and public relations in various markets around the world. This course may involve travel to a destination market. A GPA of 2.700 is required in the major.

Prerequisite: Minimum 2.000 cumulative GPA; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 41192 PRACTICUM IN ADVERTISING AND PUBLIC RELATIONS (ELR) 3 Credit Hours

Designed to provide opportunities for students to engage in applied public relations and advertising projects in collaboration with faculty. This can include such things as competitions and practical experiential learning exercises with on-campus organizations. A 2.700 GPA in the major is required.

Prerequisite: Special approval.

Schedule Type: Practicum or Internship

Contact Hours: 9 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

JMC 42001 SPORTS PHOTOGRAPHY 3 Credit Hours

Photographing various college events, including action, portraiture and lighting in a variety of outdoor and indoor venues. Photo captioning, image transmission and archiving and ethics. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- (1.700) in JMC 22004 and 32001; 2.000 overall GPA; and School of Journalism and Mass Communication major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 42008 ADVANCED PHOTO TECHNIQUES 3 Credit Hours
Discussion of contemporary photojournalists and issues. Production of photo documentary multimedia and illustrations appropriate to photojournalism. Senior portfolio review. A GPA of 2.700 is required in the major.

Prerequisite: JMC 22004 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 42009 FASHION PHOTOGRAPHY 3 Credit Hours

(Slashed with VCD 48009) Instruction in studio lighting, filters special effects. Emphasis on editorial and advertising fashion photography. Studio and location assignments. A GPA of 2.700 is required in the JMC major.

Prerequisite: Minimum C- grade in CCI 12001 or JMC 22001 or VCD 18000; and minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

JMC 42092 PRACTICUM IN PHOTOGRAPHY (ELR) 1-3 Credit Hours

(Repeatable for a total of 10 hours) (Cross-listed with VCD 48092)

Individual or group investigation into student selected areas of photographic field. A GPA of 2.700 is required in the major.

Prerequisite: Junior or Senior standing; 2.000 overall GPA; and special approval.

Schedule Type: Lecture, Practicum or Internship

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

JMC 43035 ADVANCED TELEVISION NEWS PRODUCING 3 Credit Hours

(Cross-listed with JMC 53035) Advanced understanding of how to produce news content for broadcast and the web. A GPA of 2.700 is required in the major.

Prerequisite: Journalism and Mass Communication (JMC) major; 2.000 overall GPA; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 43036 RECORD PROMOTION 3 Credit Hours

(Cross-listed with JMC 53036) Class operates as an independent record label to critique, select, promote, publicize and sell original recorded music. A GPA of 2.700 is required in the major.

Prerequisite: Journalism and Mass Communication (JMC) or Communications Studies (COMM) major; and 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 43092 STUDENT MEDIA PRACTICUM IN JOURNALISM (ELR) 1-3 Credit Hours

(Repeatable for a maximum of 3 credit hours) Performance of assigned activities in student media under student media supervision. A GPA of 2.700 is required in the major.

Prerequisite: JMC 20001 or JMC 20003 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and special approval.

Schedule Type: Practicum or Internship

Contact Hours: 3-9 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

JMC 44042 REMOTE TELEVISION 3 Credit Hours

The study and broadcast of remote events including live sports and other non-scripted shows. A GPA of 2.700 is required in the major.

Prerequisite: Minimum C- in JMC 20011; cumulative GPA of 2.000; and major in the School of Journalism and Mass Communication.

Corequisite: JMC 30004.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter-IP

JMC 44043 SPORTS FIELD PRODUCTION 3 Credit Hours

Video shooting and editing of sports packages and short documentaries. This includes player and coach profiles, highlights and lead-ins. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA and JMC 23030 and 23031 with a grade of C- (1.700) or better; and JMC 30004 with a grade of C- (1.700) or better and JMC major.

Corequisite: JMC 44042.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter-IP

JMC 44050 POST PRODUCTION SOUND 3 Credit Hours

Creating post production sound for visual productions including digital cinema, television, and video games. A GPA of 2.700 is required in the major.

Prerequisite: JMC 33032 or 33033 with a grade of C- (1.700) or better; cumulative GPA of 2.000; and Journalism and Mass Communication (JMC) major.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

JMC 44065 MOBILE MULTIMEDIA 3 Credit Hours

Developing multimedia content for mobile platforms such as smart phones, tablets or other networked mobile devices.

Prerequisite: JMC 20006 or JMC 20009 or DSCI 10310 with a minimum grade of C- (1.700).

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 45000 TELEVISION SPORTS GRAPHICS PRODUCTION 3 Credit Hours

Techniques in creating and preparing TV and video graphics for live sports events. A GPA of 2.700 is required in the major.

Prerequisite: JMC 23030 and 23031 with a grade of C- (1.700) or better; and JMC 30004 as a pre- or co-requisite with a grade of C- (1.700) or better; 2.000 overall GPA; and JMC major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter-IP

JMC 45001 ADVANCED LIGHTING FOR DIGITAL FILM AND TELEVISION 3 Credit Hours

(Cross-listed with JMC 55001) Introduction to theory and technique of lighting for video production. Course includes critical analysis of video lighting situations, the various tools available to light various production locations including interviews and multi-camera narrative scenes. A GPA of 2.700 is required in the major.

Prerequisite: minimum grade of C- in JMC 20011 or JMC 23030; and School of Journalism and Mass Communication major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 45005 HISTORICAL DOCUMENTARY PRODUCTION 3 Credit Hours

(Cross-listed with JMC 55005) Chronicles the evolution of the historical television documentary and demonstrates the step-by-step production process required to create such a program. Students research and assemble a documentary with an overall appreciation of this genre's purpose in both the television industry and the popular culture. A GPA of 2.700 is required in the major.

Prerequisite: 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 45006 PRODUCING AND DIRECTING LIVE TELEVISION 3 Credit Hours

Class examines the steps to produce and direct live television programming. This includes scripted shows such as news, entertainment, and talk shows as well as unscripted shows such as live sports and remote event productions. For homework students are required to work regular evenings as a producer and or director for TV2. A GPA of 2.700 is required in the major.

Prerequisite: JMC 33042 and JMC 44042 with a minimum grade of C- (1.700); 2.000 overall GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 45007 PRODUCING AND DIRECTING FOR SINGLE CAMERA 3 Credit Hours

Examination of steps to produce and direct digital film projects shot with a single camera. This includes documentary, narrative fiction, commercial and corporate production styles. For homework, students are required to schedule all day shoots outside of class time. A GPA of 2.700 is required in the major.

Prerequisite: JMC 33043 and JMC 40036 with a minimum grade of C- (1.700); 2.000 overall GPA; and Journalism and Mass Communication major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 45010 FEATURE FILM PREPRODUCTION 3 Credit Hours

(Slashed with JMC 55010) Gives students practical, hands-on experience in the preproduction of a feature length digital film. Students work on script revising, budgeting, location scouting, casting, developing a script breakdown and developing a daily production schedule for the film. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- (1.700) in JMC 20011; cumulative GPA of 2.000; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 45011 FEATURE FILM PRODUCTION 6 Credit Hours

(Slashed with JMC 55011) Provides students with a practical, hands-on experience in the production process of shooting a feature length digital film. Students work on both the organizational aspects as well as the technical aspects of production. This includes production management, craft services, daily call sheets, directing, lighting, cinematography and location sound recording. A GPA of 2.700 is required in the major.

Prerequisite: JMC 20011 with a grade of C- (1.700) or better; cumulative GPA of 2.000; and special approval.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 8 lab

Grade Mode: Standard Letter

JMC 45013 FEATURE FILM POST PRODUCTION 3 Credit Hours

(Slashed with JMC 55013) Advanced video editing course designed to offer students the experience in the postproduction and finishing of a feature length digital narrative film. Students will refine their technical and aesthetic skills through a combination of practice, reading, presenting, viewing and discussion. Students are assigned specific scenes that they are to complete from string out and assembly cut to fine cut and picture lock. Students then work on sound effects, visual effects, titles or color correction. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- (1.700) in JMC 20011 and special approval.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 45020 AVID EDITOR CERTIFICATION 3 Credit Hours

(Cross-listed with JMC 55020) Prepares students to take the official Avid Media Composer MC 101 certification exam. A GPA of 2.700 is required in the major. Students who pass the exam will be certified as Avid Video editors.

Prerequisite: Minimum grade of C- in JMC 40036 and cumulative 2.000 GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 46000 NEWSPAPER DESIGN 3 Credit Hours

(Cross-listed with JMC 56000) Design of newspapers from small inside pages to elaborate feature pages. News judgment. Basic information graphics and photo editing.

Prerequisite: JMC 26001; and JMC 20006; and VCD 37000 all with a grade of C- (1.700) or better; and 2.750 overall GPA.

Schedule Type: Laboratory, Lecture

Contact Hours: 3 lecture, 0 lab

Grade Mode: Standard Letter

JMC 46001 INFORMATION GRAPHICS 3 Credit Hours

(Slashed with JMC 56001; cross-listed with VCD 43007) Introduction to shapes, color type and combinations of these for computer designed news graphics maps charts graphs and diagrams. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- in JMC 26001 and COMM 21000; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

JMC 46003 PRODUCING TELEVISION NEWS 3 Credit Hours

(Slashed with JMC 56003) Introduction to the theory and practice of producing content for TV news and public affairs programs. Emphasis is placed on understanding news philosophies, storytelling story selection and rundown placement. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- (1.700) in JMC 26008; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 1 lab

Grade Mode: Standard Letter

JMC 46006 EDITORIAL WRITING 3 Credit Hours

(Cross-listed with JMC 56006) Structures and purpose of editorial and column writing; study of editorial section of newspaper practice in writing editorials. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26007 or 26008 either with a grade of C- (1.700) or better; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 46007 INVESTIGATIVE REPORTING 3 Credit Hours

(Slashed with JMC 56007) Techniques involved in researching, interviewing and reporting investigative news articles and analyses. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26007 with a grade of C- (1.700) or better or JMC 26008 with a grade of C- (1.700) or better; 2.000 overall GPA; and a Journalism and Mass Communication (JMC) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 46009 REPORTING PUBLIC POLICY 3 Credit Hours

(Cross-listed with JMC 56009) Instruction and practice in reporting all areas of public affairs, including government and the courts. Use of precision journalism techniques. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26007 or 26008 with a grade of C- or better; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

JMC 46016 BUSINESS OF PUBLISHING 3 Credit Hours

(Slashed with JMC 56016) Overview of publishing in digital and print formats, media entrepreneurship, role of editorial, advertising, circulation, production, branding and social media. A GPA of 2.700 is required in the major.

Prerequisite: A grade of C- (1.700) or better in COMM 21000 and JMC 26001; and ENTR 27056; 2.000 overall GPA; and a Journalism and Mass Communication (JMC) major; and Junior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 46020 MAGAZINE DESIGN 3 Credit Hours

(Slashed with JMC 56020) Marriage of words and visuals for designing magazine layouts and covers in desktop publishing. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26001 with a minimum grade of C- (1.700); 2.000 overall GPA; and Advertising (ADV), Digital Media Production (DMP), Journalism (JNL), Photojournalism (PHOJ), Public Relations (PR) majors or minor or Fashion Media minor.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

JMC 46021 ADVANCED MAGAZINE WRITING 3 Credit Hours

(Slashed with JMC 56021) Research, interviewing writing and marketing of major magazine articles. Also editing techniques for magazines. A GPA of 2.700 is required in the major.

Prerequisite: JMC 36005 and 36018 both with a grade of C- (1.700) or better; and 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 46052 ADVANCED BROADCAST REPORTING 3 Credit Hours

(Slashed with JMC 56052) Advanced study of reporting news stories, newsroom operations, editing and producing broadcast news programs. Advanced projects in broadcast news. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26008 with a grade of C- (1.700) or better; and 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 46054 BROADCAST DOCUMENTARY 3 Credit Hours

(Cross-listed with JMC 56054) Development of documentary form for radio and television. Analysis and production of documentaries. Utilization of audio and video recording and editing. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26008 or two of the following: JMC 33033, JMC 33034, JMC 33042, JMC 33043 all with a grade of C- (1.700) or better; and 2.000 overall GPA.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 46055 DOCUMENTARY AND ENTREPRENEURIAL PHOTOGRAPHY 3 Credit Hours

Exploring techniques that allow students desiring to make a difference in the world with their visual story-telling skills and make a living. Students work with local and regional non-profits and non-governmental agencies to develop photo reports and increase visibility and understanding with still and multimedia. A GPA of 2.700 is required in the major.

Prerequisite: Minimum grade of C- (1.700) in JMC 32001 and JMC 32005; and ENTR 27056; 2.000 overall GPA; and a School of Journalism and Mass Communication major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 46056 CYBERMEDIA PRODUCTION 3 Credit Hours

(Slashed with JMC 56056) Prepares journalism students to work on media delivered online or by tablet. Deals with multimedia news, magazines, information design and photojournalism. A GPA of 2.700 is required in the major. prerequisite: a minimum grade of C- (1.700) in JMC 26005; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 46057 MOTION GRAPHICS FOR VIDEO EDITING 3 Credit Hours

(Cross-listed with JMC 56057) Covers the creation of motion graphics for video editing from the perspective of a professional editor. Students learn basic video effects such as digital matte creation and layered graphics for video productions. Students also gain a basic understanding of how to convert and compress video files for various deliverable formats.

Adobe After Effects is the industry standard software application for creating motion graphics and will be used extensively in the course. A GPA of 2.700 is required in the major.

Prerequisite: A minimum grade of C- (1.700) in JMC 20009 and JMC 20011; and cumulative 2.000 GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 46091 NEW YORK MEDIA SEMINAR 3 Credit Hours

Introduction of students to the New York media, the thinking of industry professionals and the job opportunities in the city. Students attend presentations by media professionals and seminars to discuss media based in New York City. A GPA of 2.700 is required in the major.

Prerequisite: Cumulative 2.000 GPA; Sophomore, junior or senior standing in the College of Communication and Information and special approval.

Schedule Type: Seminar

Contact Hours: 3 other

Grade Mode: Standard Letter

JMC 46395 SPECIAL TOPICS IN JOURNALISM PRACTICE 3 Credit Hours

(Repeatable three times for credit) Special topics in journalism practice.

Prerequisite: Special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 47003 TEACHING HIGH SCHOOL JOURNALISM 3 Credit Hours

Methods and materials for teaching journalism in high school.

Prerequisite: Junior or Senior standing and special approval of instructor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 48001 MEDIA RELATIONS AND PUBLICITY (WIC) 3 Credit Hours

(Cross-listed with JMC 58001) Planning and preparation of materials for use by the news media, both on paper and online. The course explores the media relations function along with the uses and limitations of mass media in public relations practice. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26001; and JMC 26007 or 26008; and JMC 38002 all with a grade of C- (1.700) or better; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Writing Intensive Course

JMC 48002 PUBLIC RELATIONS TACTICS 3 Credit Hours

(Slashed with JMC 58002) Planning and preparation of face-to-face public relations tactics, including spokesperson training for on- and off-camera appearances, special event planning, speeches and presentations with visual support and other applications of "writing for the ear." A minimum 2.700 major GPA is required.

Prerequisite: Minimum C grade in JMC 26001 and JMC 38002; and minimum 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 48003 DIGITAL PUBLIC RELATIONS 3 Credit Hours

(Cross-listed with JMC 58003) Explores fundamentals of web site planning and design and provides hands-on skills development using the full range of cybermedia techniques. Includes emphasis on writing for online audiences. A GPA of 2.700 is required in the major.

Prerequisite: JMC 20008, JMC 26001, JMC 26007 or JMC 26008, JMC 28001, JMC 31007 and JMC 38002 with minimum C- grades; and 2.000 overall GPA.

Schedule Type: Combined Lecture and Lab

Contact Hours: 3 other

Grade Mode: Standard Letter

JMC 48006 PUBLIC RELATIONS PUBLICATIONS 3 Credit Hours

(Cross-listed with JMC 58006) Planning, writing and design of organizational publications including newsletters brochures flyers promotional mailers and web sites. Course also explores the print production process. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26001 with a grade of C- (1.700) or better; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 48091 SEMINAR: PUBLIC RELATIONS CAMPAIGNS 3 Credit Hours

(Repeatable for credit) This capstone course in the public relations major requires student teams to combine research, planning and execution into a single public relations campaign developed for a real world organization. A GPA of 2.700 is required in the major.

Prerequisite: JMC 26007 or 26008; and JMC 38002; and three of these four--JMC 48001 and 48002 and 48003 and 48006--all with a grade of C- (1.700) or better; and 2.000 overall GPA.

Schedule Type: Seminar

Contact Hours: 3 other

Grade Mode: Standard Letter

JMC 49005 MUSIC VIDEO PRODUCTION 3 Credit Hours

(Cross-listed with JMC 59005) Teaches the process of producing and directing a music video. It covers the history of music videos and how some become movies as well as writing a script, storyboarding, working with rough cuts and shooting a music video. Students also learn how to create and pitch proposals.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 49021 CORPORATE VIDEO 3 Credit Hours

(Cross-listed with JMC 59021) The use of video in corporate and organizational environments. Emphasis is placed on the structure and function of the medium within each environment. A GPA of 2.700 is required in the major.

Prerequisite: Two of the following: JMC 33033 and 33042 and 33043 both with a grade of C- (1.700) or better; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 49099 SENIOR DIGITAL MEDIA PRODUCTION PROJECT (ELR) 3 Credit Hours

Facilitates the completion of a digital film or television project. A GPA of 2.700 is required in the major.

Prerequisite: JMC 45006 or JMC 45007 with a minimum grade of C- (1.700); 2.000 overall GPA; and a School of Journalism and Mass Communication major or minor.

Schedule Type: Senior Project/Honors Thesis

Contact Hours: 3 other

Grade Mode: Standard Letter-IP

Attributes: Experiential Learning Requirement

JMC 50002 REPORTING FOR MASS MEDIA 3 Credit Hours

(Slashed with JMC 40002) Theory and practice in newswriting and reporting; news values and news judgment; lead and story development; techniques of gathering information and dealing with sources of news; writing for deadline. Hours do not count toward degree.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50003 EDITING FOR MASS MEDIA 3 Credit Hours

Theory and practice in copy editing, headline writing and editing photographs and information graphics for print and on-line publications. Hours do not count toward degree.

Prerequisite: JMC 50002 and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50004 COMPUTER-ASSISTED REPORTING 3 Credit Hours

Computer analysis of large data sets focusing on government, court, police records, for preparation of news stories, basics of on-line searching; software and databases.

Prerequisite: JMC 50002 and Graduate standing.

Schedule Type: Laboratory, Lecture

Contact Hours: 3 lecture, 0 lab

Grade Mode: Standard Letter

JMC 50006 LAW OF MASS COMMUNICATION 3 Credit Hours

Libel and slander; privacy, copyright, obscenity; regulation of advertising and broadcasting; antitrust law and mass media; legal problems reporting courts, legislatures; taxation, licensing.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50007 REVIEWING THE ARTS 2 Credit Hours

Reviewing and criticism of performing, visual and literary arts. Emphasis on books, film, TV and theater.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 2 lecture

Grade Mode: Standard Letter

JMC 50012 ONLINE JOURNALISM 3 Credit Hours

Study and evaluation of online news and news sites; reporting and writing for online news media; design, production and maintenance of an online news site; ethical, legal and economic issues related to online news.

Prerequisite: JMC 50002 and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50013 TELEVISION SPORTS PRODUCTION 3 Credit Hours

A comprehensive study of the production of live action television sports coverage.

Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50015 MEDIA MARKETPLACE 3 Credit Hours

A study of administrative problems, methods, procedures in the management of media corporations.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50016 LAW FOR ADVERTISING AND PUBLIC RELATIONS 3 Credit Hours

Regulation of advertising and public relations; first amendment; libel and privacy; legal problems of new media; research in persuasive media.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50017 MEDIA ENTERPRISE 3 Credit Hours

(Cross-listed with JMC 40017) Explores methods to build and sustain organizations that market and monetize multimedia content to targeted audiences through appropriate distribution streams. Through case studies, examination of evolving best practices in media organizations and elsewhere, students will study and apply enterprise thinking. Other CCI majors outside of JMC can enroll in the course with special approval from the JMC graduate coordinator.

Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50020 AUDIO AND STILL PHOTO PRODUCTION 3 Credit Hours

Develop skills in telling journalistic stories by producing multimedia news stories through research and planning; reporting using digital cameras and digital audio recorders; editing photos and audio.

Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50023 NON-TRADITIONAL JOURNALISM 3 Credit Hours

The study of journalistic writing that goes beyond the inverted pyramid and traditional feature story and has topics traditionally not defined as news. Students will also work as part of a team on multi-part stories.

Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50027 MANAGING MEDIA DIVERSITY 3 Credit Hours

Aspects of diversity and how it changes our environment with emphasis on the field of mass communication.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50030 COLLABORATIVE ONLINE PRODUCING 3 Credit Hours

The use of multimedia and interactive storytelling tools such as video, audio and graphics. Students work in teams to produce packages for online news sites and organizational videos.

Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.

Schedule Type: Lecture

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 50035 TELEVISION GRAPHICS 3 Credit Hours

Basic design, theory and technique in creating and preparing TV and Video graphics.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50036 DIGITAL VIDEO EDITING 3 Credit Hours

Focus is on editing workflow and techniques for both non-fiction and fiction video production.

Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing and special approval.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 50037 SCRIPTWRITING FOR VIDEO AND FILM 3 Credit Hours

The emphasis of the course is on writing dramatic scripts for broadcast or motion pictures. The course also includes current perspectives on market needs.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50091 BUSINESS MEDIA SEMINAR 3 Credit Hours

Study of specialized business media and preparation of portfolio appropriate for these companies. Projects will be aligned with student's graduate concentration.

Prerequisite: Graduate standing.

Schedule Type: Seminar

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 50193 VARIABLE TITLE WORKSHOP IN JOURNALISM AND MASS COMMUNICATION 1-3 Credit Hours

(Repeatable for credit) Intensive study of professional issues and problems in various areas of mass communication, utilizing the expertise of faculty and professionals in the field.

Prerequisite: Graduate standing and special approval.

Schedule Type: Workshop

Contact Hours: 1-3 other

Grade Mode: Satisfactory/Unsatisfactory

JMC 50201 PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS 1 Credit Hour

(Slashed with JMC 40201) Provides a basic understanding of the public affairs role in public relations. It specifically examines how external factors surrounding an organization can trigger disruption, opportunity, change, adaptation, and evolution. Students explore techniques for anticipating, managing, adapting, or changing those forces. Primary attention is paid to environmental scanning, issue and stakeholder identification and management, lobbying, advocacy, and ethical implications of public policy.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

JMC 50202 PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION 1 Credit Hour

(Slashed with JMC 40202) Provides a basic understanding of the best practices of crisis planning, preparation, communication and management. The course will focus on the critical capabilities, team work and decision making skills required of public relations practitioners during periods of intense organizational turbulence, crisis, and reputational threat across numerous stakeholder groups, including internal, external, public, private and legislative audiences.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

JMC 53035 ADVANCED TELEVISION NEWS PRODUCING 3 Credit Hours

Advanced understanding of how to produce news content for broadcast and the web.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 53036 RECORD PROMOTION 3 Credit Hours

(Slashed with JMC 43036) Class operates as an independent record label to critique, select, promote, publicize and seal original recorded music.

Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 53042 STUDIO TELEVISION 3 Credit Hours

Study of all positions of a live television program including technical directing, floor directing, graphics, digital playback, and audio engineering. Two hours lecture and two hours lab.

Prerequisite: Graduate standing and special approval.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 54050 POST PRODUCTION SOUND 3 Credit Hours

(Cross-listed with JMC 44050) Creating post production sound for visual productions including digital cinema and television.

Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing and special approval.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 55001 ADV LIGHTING DIGITAL FILM/TV 3 Credit Hours

(Cross-listed with JMC 45001) Introduction to theory and technique of lighting for video production. Includes critical analysis of video lighting situations, the various tools available to light various production locations including interviews and multi-camera narrative scenes.

Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 55005 HISTORICAL DOCUMENTARY PRODUCTION 3 Credit Hours

Chronicles the evolution of the historical television documentary and demonstrates the step-by-step production process required to create such a program. Students research and assemble a documentary with an overall appreciation of this genre's purpose in both the television industry and the popular culture.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 55010 FEATURE FILM PREPRODUCTION 3 Credit Hours

(Slashed with JMC 45010) Gives students practical, hands-on experience in the preproduction of a feature length digital film. Students work on script revising, budgeting, location scouting, casting, developing a script breakdown, and developing a daily production schedule for the film. Graduate students are expected to take a leadership position in the preproduction of the film.

Prerequisite: Journalism and Mass Communication major; and Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 55011 FEATURE FILM PRODUCTION 6 Credit Hours

(Slashed with JMC 45011) Provides students with a practical, hands-on experience in the production process of shooting a feature length digital film. Students will study the theory of film making and work on both the organizational and managerial aspects as well as the technical aspects of production. This includes production management, craft services, daily call sheets, directing, lighting, cinematography and location sound recording.

Prerequisite: Graduate standing and special approval.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 8 lab

Grade Mode: Standard Letter

JMC 55013 FEATURE FILM POST PRODUCTION 3 Credit Hours

(Slashed with JMC 45013) Advanced Video editing course designed to offer students the experience in the postproduction and finishing of a feature length digital narrative film. The students will refine their technical and aesthetic skills through a combination of practice, reading, presenting, viewing and discussion. Students are assigned specific scenes that they are to complete from string out and assembly cut to fine cut and picture lock. Students work on sound effects, visual effects, titles or color correction. In addition, graduate students assume a leadership position.

Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing and special approval.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 55020 AVID EDITOR CERTIFICATION 3 Credit Hours

Prepares students to take the official Avid Media Composer MC 101 certification exam. Students who pass the exam will be certified as Avid video editors.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 55051 REPORTING BROADCAST NEWS 3 Credit Hours

Gathering and preparing broadcast news, with emphasis on unique style and presentation methods of broadcast media. Use of both audio and video recorders and editing equipment.

Prerequisite: JMC 50002 and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 56000 NEWSPAPER DESIGN 3 Credit Hours

Design of newspapers from small inside pages to elaborate feature pages. News judgment. Basic information graphics and photo editing.

Prerequisite: JMC 50003 and Graduate standing.

Schedule Type: Laboratory, Lecture

Contact Hours: 3 lecture, 0 lab

Grade Mode: Standard Letter

JMC 56001 INFORMATION GRAPHICS 3 Credit Hours

Introduction to shapes, color, type and combinations of these for computer-designed news graphics: maps, charts, graphs and diagrams.

Prerequisite: Graduate standing and special approval.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

JMC 56003 PRODUCING TELEVISION NEWS 3 Credit Hours

(Slashed with JMC 46003) Knowledge of the theory and practice of producing content for TV news and public affairs programs. Emphasis is placed on understanding news philosophies, storytelling story selection and rundown placement.

Prerequisite: JMC 55051 and Journalism and Mass Communication (JMC) major and Graduate standing.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 1 lab

Grade Mode: Standard Letter

JMC 56006 EDITORIAL WRITING 3 Credit Hours

Structure and purpose of editorial and column writing; study of editorial page practice in writing editorials.

Prerequisite: JMC 50002 and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 56007 INVESTIGATIVE REPORTING 3 Credit Hours

(Slashed with JMC 46007) Techniques involved in researching, interviewing and reporting investigative news articles and analyses.

Prerequisite: JMC 50002 and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 56009 REPORTING PUBLIC POLICY 3 Credit Hours

Instruction and practice in reporting all areas of public affairs, including government and the courts. Use of precision journalism techniques.

Prerequisite: JMC 50002 and Graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

JMC 56016 BUSINESS OF PUBLISHING 3 Credit Hours

(Slashed with JMC 46016) Overview of publishing in digital and print formats, media entrepreneurship, role of editorial, advertising, circulation, production, branding and social media.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 56018 FEATURE WRITING 3 Credit Hours

Researching, writing and placement of feature stories in publications.

Prerequisite: JMC 50002 and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 56020 MAGAZINE DESIGN 3 Credit Hours

Marriage of words and visuals for designing magazine layouts and covers in desktop publishing.

Prerequisite: JMC 50002 and JMC 50003 and JMC 56016 and Graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

JMC 56021 ADVANCED MAGAZINE WRITING 3 Credit Hours

Research, interviewing, writing and marketing of major magazine articles. Also editing techniques for magazines.

Prerequisite: JMC 50002 and JMC 50003 and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 56052 ADVANCED BROADCAST REPORTING 3 Credit Hours

(Slashed with JMC 46052) Advanced study of reporting news stories, newsroom operations editing and producing broadcast news programs. Advanced projects in broadcast news.

Prerequisite: JMC 55051 or JMC 56054 and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 56054 BROADCAST DOCUMENTARY 3 Credit Hours

Development of the documentary form for radio/TV; analysis, production of radio/ TV documentary; utilization of audio/video recording/editing.

Prerequisite: JMC 55051.

Schedule Type: Laboratory, Lecture

Contact Hours: 3 lecture, 0 lab

Grade Mode: Standard Letter

JMC 56056 CYBERMEDIA PRODUCTION 3 Credit Hours

Prepares journalism students to work on media delivered online or by tablet. Deals with multimedia news, magazines, information design and photojournalism.

Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 56057 MOTION GRAPHICS FOR VIDEO EDITING 3 Credit Hours

Covers the creation of motion graphics for video editing from the perspective of a professional editor. Students learn basic video effects such as digital matte creation and layered graphics for video productions. Students also gain a basic understanding of how to covert and compress video files for various deliverable formats. Adobe After Effects is the industry standard software application for creating motion graphics and will be used extensively in this course.

Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 56091 NEW YORK MEDIA SEMINAR 3 Credit Hours

Introduction of students to the New York media, the thinking of industry professionals and the job opportunities in the city. Students will attend presentations by media professionals and seminars to discuss media based in New York City.

Prerequisite: Graduate standing in the College of Communication and Information.

Schedule Type: Seminar

Contact Hours: 3 other

Grade Mode: Standard Letter

JMC 57003 TEACHING HIGH SCHOOL JOURNALISM 3 Credit Hours

Methods and materials for teaching journalism in high school.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 58001 MEDIA RELATIONS AND PUBLICITY 3 Credit Hours

Planning and preparation of materials for use by news media, both on paper and Online. Analysis of media relations function and media relations strategies. Uses and limitations of mass media in public relations practice.

Prerequisite: Graduate standing and special approval.

Schedule Type: Combined Lecture and Lab

Contact Hours: 3 other

Grade Mode: Standard Letter

JMC 58002 PUBLIC RELATIONS TACTICS 3 Credit Hours

(Slashed with JMC 48002) Planning and preparation of face-to-face public relations tactics, including spokesperson training for on- and off-camera appearances, special event planning, speeches and presentations with visual support and other applications of "writing for the ear."

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 58003 DIGITAL PUBLIC RELATIONS 3 Credit Hours

Explore fundamentals of web site planning and design and provide hands-on skills development using the full range of cyber media techniques. Includes emphasis on writing for online audiences.

Prerequisite: Graduate standing and special approval.

Schedule Type: Combined Lecture and Lab

Contact Hours: 3 other

Grade Mode: Standard Letter

JMC 58006 PUBLIC RELATIONS PUBLICATIONS 3 Credit Hours

Planning, writing and design of organizational publications including newsletters, brochures, fliers and promotional materials.

Prerequisite: Graduate standing and special approval.

Schedule Type: Combined Lecture and Lab

Contact Hours: 3 other

Grade Mode: Standard Letter

JMC 59005 MUSIC VIDEO PRODUCTION 3 Credit Hours

(Cross-listed with JMC 49005) Teaches the process of producing and directing a music video. It covers the history and social impact of music videos. It includes some research into this social impact. Also storyboarding, scriptwriting, working with rough cuts, shooting a video, creating and pitching proposals.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 59021 CORPORATE VIDEO 3 Credit Hours

The use of video in the legal, medical and corporate environments. Emphasis is placed on the structure and function of the medium within each environment.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60000 INTRODUCTION TO GRADUATE STUDIES IN JOURNALISM AND MASS COMMUNICATION 3 Credit Hours

An introductory survey of the various areas of professional and scholarly concentration in the fields of journalism and mass communication. Consideration of the relationship between professional practice and scholarly activity in those fields.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60001 THEORY OF MASS COMMUNICATION 3 Credit Hours

(Slashed with JMC 60001) Introduction to theory of mass communication, with emphasis on the process and effects of mass communication.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60002 LEGAL PROBLEMS IN MASS COMMUNICATION 3 Credit Hours

Case studies related to the first amendment, libel, invasion of privacy, regulation of broadcasting and new media copyright, and access to information. Course focus will be the theories underlying these issues as well as practical application of the legal concepts.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60003 ETHICS OF MASS COMMUNICATION 3 Credit Hours
Study of ethical problems of mass media in society; analysis of media policies; performance evaluation.

Prerequisite: Journalism and mass communication (JMC) major and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60004 CYBERMEDIA LAW 3 Credit Hours

Investigates how the law affects those who gather information and publish online, including issues relating to blogging, web site hosting, posting and online journalism, along with a basic ability to apply that knowledge in specific situations. Focus is on both existing law and developing public policy.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60007 RESEARCH METHODS IN MASS COMMUNICATION 3 Credit Hours

Investigates social science methods applicable to the study of mass communication, including survey, content analysis, experimental, and focus group approaches. Emphasis is on original and secondary data collection, data analysis, and interpreting and reporting research results for scholarly and lay audiences.

Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60009 SOCIAL ROLE OF THE MASS MEDIA 3 Credit Hours

Application of professional, theoretical, historical, economic and political perspectives to examine the role of mass media in society both in terms of structure and function.

Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60010 QUALITATIVE RESEARCH IN JOURNALISM AND MASS COMMUNICATION: DATA COLLECTION 3 Credit Hours

(Slashed with JMC 80010) Designed to develop skills in qualitative data collection in journalism and mass communication with primary focus on human subjects and textual data.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60011 THEORY AND SOCIETAL ROLE OF MASS MEDIA 3 Credit Hours

(Slashed with JMC 80011) Review theories of the processes and effects of mass communication and how these apply to the work of media professionals or those in the scholastic and collegiate journalism teaching environment. Examines origins, nature, consequences of mass communication and mediated interactions.

Prerequisite: Journalism Mass Communication (JMC) major and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60012 MASS COMMUNICATION LAW AND ETHICS 3 Credit Hours

General overview of issues and problems in mass communication law and ethics including libel, privacy, copyright, intellectual property, regulation of advertising and broadcasting, ethical decision making, ethical decision-making tools and a simple overview of ethics theory.

Prerequisite: Journalism Mass Communication (JMC) major and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60015 ADVANCED MEDIA MANAGEMENT 3 Credit Hours

Theory and practice of management operations and problem-solving techniques specifically related to media companies. Emphasis will be using case studies from the media.

Prerequisite: JMC 50015 and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60021 LITERARY JOURNALISM 3 Credit Hours

Research, interviewing, writing and marketing major magazine articles for online and print publications.

Prerequisite: JMC 50002 and Graduate standing; or special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60040 QUALITATIVE RESEARCH METHODS IN JOURNALISM AND MASS COMMUNICATION: DATA ANALYSIS 3 Credit Hours

Emphasizes the development of skills in the analysis of data collected through qualitative research methods, particularly interviews and ethnographies. Designed to help prepare graduate students who plan to use qualitative methods in their academic or applied research, particularly those who are adopting these methods for theses or dissertations.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 60096 INDIVIDUAL INVESTIGATION IN MASS COMMUNICATION 1-3 Credit Hours

(Repeatable for a maximum of 6 credit hours) Individual investigation of selected area or problem approved by graduate faculty.

Prerequisite: Graduate standing and special approval.

Schedule Type: Individual Investigation

Contact Hours: 1-3 other

Grade Mode: Standard Letter-IP

JMC 60098 RESEARCH 1-15 Credit Hours

(Repeatable for credit) Research or individual investigation for master's level graduate students. Credits earned may be applied toward meeting degree requirements if school approves. Maximum of 3 hours may be applied to degree if school approves.

Prerequisite: Graduate standing and special approval.

Schedule Type: Research

Contact Hours: 1-15 other

Grade Mode: Standard Letter-S/U

JMC 60195 SPECIAL TOPICS SEMINAR 1-3 Credit Hours

(Repeatable for credit) Study of important topics in mass communication. Offered irregularly in response to existing interests and opportunities.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter-S/U-IP

JMC 60196 READINGS IN MASS COMMUNICATIONS 1-3 Credit Hours

(Repeatable for credit) Student pursues course of readings approved by instructor to cover subject specialty student cannot obtain from formal course offerings.

Prerequisite: Graduate standing and special approval.

Schedule Type: Individual Investigation

Contact Hours: 1-3 other

Grade Mode: Standard Letter-IP

JMC 60199 THESIS I 2-6 Credit Hours

Thesis students must register for a total of 6 hours, 2 to 6 hours in single semester distributed over several semesters if desired.

Prerequisite: Graduate standing and special approval.

Schedule Type: Masters Thesis

Contact Hours: 2-6 other

Grade Mode: Satisfactory/Unsatisfactory-IP

JMC 60295 SPECIAL TOPICS IN COMPUTER LAB 1-3 Credit Hours

(Repeatable for credit) Selected topics of special interest not covered in depth in existing courses; offered as resources permit.

Prerequisite: Special approval.

Schedule Type: Laboratory

Contact Hours: 1-3 lab

Grade Mode: Standard Letter

JMC 60296 ADVANCED READINGS IN JOURNALISM AND MASS COMMUNICATION 3 Credit Hours

(Repeatable for credit) Consolidation and synthesis of learning experiences in the graduate program. Application of graduate study to future professional careers. Updates on latest developments in the fields of JMC and their impact on the future of academic study and professional practice in the discipline.

Prerequisite: Graduate standing and special approval.

Schedule Type: Individual Investigation

Contact Hours: 3 other

Grade Mode: Satisfactory/Unsatisfactory-IP

JMC 60299 THESIS II 2 Credit Hours

Thesis student must continue registration each semester until all degree requirements are met.

Prerequisite: JMC 60199 and Graduate standing.

Schedule Type: Masters Thesis

Contact Hours: 2 other

Grade Mode: Satisfactory/Unsatisfactory-IP

JMC 60396 MASTER'S PROFESSIONAL PROJECT 3 Credit Hours

Completion and defense of a substantial professional project in one of the fields of journalism and mass communication.

Prerequisite: Graduate standing and special approval.

Schedule Type: Individual Investigation

Contact Hours: 3 other

Grade Mode: Satisfactory/Unsatisfactory-IP

JMC 60701 ADVISING STUDENT MEDIA 3 Credit Hours

A high school journalism adviser should advise and not do student work or act as editor. This is not easy because of pressure both inside and outside the school. This course helps advisers learn how to create and maintain good relationships with all involved, understand press law and the need for an effective editorial policy, appreciate the role of the high school press, motivate students and help them make ethical decisions, find proper resources and organizations available to help them. Those who complete the course should be able to direct their students to put out a publication that demonstrates students' understanding of the First Amendment and their understanding of the role of the student press in a free society.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 61001 PRINCIPLES AND PRACTICES OF SOCIAL MEDIA 3 Credit Hours

Explores the history and philosophies of online communities and what makes them work. Examines how professionals integrate digital thinking into an organization's communication. Covers best practices for producing social media content that will lead to effective engagement.

Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 65660 POLITICAL COMMUNICATION 3 Credit Hours

(Cross-listed with COMM 65660 and COMM 75660) An examination of political communication theory and research. Content includes approaches to political communication, role of the media in politics and analysis of political messages.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 66010 SPECIALIZED REPORTING 3 Credit Hours

Newsgathering techniques in specialty areas such as politics, labor, medicine, business and technology techniques of team reporting.

Prerequisite: JMC 56009 and JMC 55051 and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 66011 REPORTING, WRITING AND EDITING FOR MEDIA 3 Credit Hours

Foundation course for all students covering how to gather, write and edit content to tell stories across multiple media platforms. Students will practice interviewing and research techniques, structuring work in a variety of formats and polishing grammar, usage and AP Style.

Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing and special approval.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

JMC 66092 INTERNSHIP IN JOURNALISM AND MASS COMMUNICATION 1-3 Credit Hours

(Repeatable for credit) Experience in a department or company involving supervised professional responsibilities in journalism and mass communication. Minimum 150 hours of work for each credit hour.

Prerequisite: Graduate standing and special approval.

Schedule Type: Practicum or Internship

Contact Hours: 1-3 other

Grade Mode: Standard Letter-IP

JMC 67073 WEB DEVELOPMENT FOR HIGH SCHOOL JOURNALISM EDUCATORS 2 Credit Hours

Basic terminology and structure of online content management systems and how they can be utilized for online student journalism and media in high school. This course covers system functionality and structure, as well as orientation of students to the management system. Aspects of high school administration and legal issues will be covered along with site design and user experience.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 2 lecture

Grade Mode: Standard Letter

JMC 67075 TEACHING MULTIMEDIA 3 Credit Hours

Online introduction to recognizing and producing some of the basic linear and non-linear journalistic multimedia tools used for storytelling for the Web, including audio, video, and photo slideshows. Students will also be introduced to data and mapping visualization tools, timelines and DX codes to enhance storytelling.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 67076 TEACHING BROADCAST JOURNALISM 3 Credit Hours

Deals with the base knowledge that a teacher needs to begin teaching broadcast journalism. This includes modules on cultivating student broadcast journalism, project-based instruction, as well as one on legalities and ethics along with production skills. While the primary focus is on teaching technique, class participants are given basic journalism content in order to review, learn and or focus on teaching methods for that same material.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 67079 TEACHING PHOTO EDITING 2 Credit Hours

Utilization of current photo editing software provides users with powerful tools to acquire, manipulate, and output a variety of images, from fine art to instructional and web graphics. The focus of this course is learning the fundamental operations and controls of industry standard photo editing software and dialogue concerning various issues in teaching and learning photo editing software.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 2 lecture

Grade Mode: Standard Letter

JMC 67083 TEACHING NEWS DESIGN 3 Credit Hours

Provides an introduction to the components of news content and design. This includes type and typography, printing processes, photography, illustration, the thought process in creating a news product and further introductions in the developing field of visual journalism. Shows journalism educators how a student media staff can effectively communicate with readers through visual elements.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 67085 TEACHING PHOTOJOURNALISM 3 Credit Hours

Examines the components of photojournalism and prepares instructors to teach those components to their students. In addition to traditional assignments and projects, instructors and students maintain a weekly dialog. Students gain the following skills necessary to teach their classes: basic operation of a digital camera, essential components of good photography, how to capture images that tell a story, strategies for covering news, features and sporting events as well as portraits and group shots, strategies for organizing and archiving images and ethical practices for capturing images and using them in publication work.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 67087 ADVISING YEARBOOK 3 Credit Hours

Students gain contextual information regarding yearbook roles in history and memory along with practical skills for recruitment, staff organization, staffing and production, and incorporating the creation of the yearbook into a classroom setting.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 68000 PUBLIC RELATIONS THEORY AND PROCESS 3 Credit Hours

Introduces students to the profession of public relations by exploring both the theories and the processes employed by PR practitioners. Course also explores the history and social role of public relations as well as ethics and social responsibility.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 68001 PUBLIC RELATIONS MANAGEMENT 3 Credit Hours

Perspectives, skills needed to manage an organization's PR function, particularly strategic planning, implementation and evaluation. Emphasis on managerial aspects of negotiating organizational relationships with publics.

Prerequisite: JMC 68000 and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 68004 SOCIAL MEDIA AND PUBLIC RELATIONS 3 Credit Hours

Provides an in-depth study of social media and public relations, emphasizing how the two are used by organizations to build stronger relations with consumers, media, analysts, and others.

Prerequisite: JMC 68000 and JMC 68001; and JMC; and Graduate student.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 68005 STRATEGIC WRITING AND MESSAGING IN PUBLIC RELATIONS 3 Credit Hours

Focuses on public relations writing and strategic messaging, a critical foundational skill. Course content includes skill building in online channels and across traditional mediums.

Prerequisite: JMC 68000 and JMC 68001; and JMC Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 68006 VALUES AND ETHICS MANAGEMENT IN PUBLIC RELATIONS 3 Credit Hours

Explores the theory and application of ethics in public relations. Examines case studies, ethics theory, values and management thought.

Prerequisite: JMC 68000 and 68001; and Journalism and Mass Communication (JMC) major; and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 68008 PUBLIC RELATIONS MEASUREMENT AND RETURN ON INVESTMENT 3 Credit Hours

Examines the strategic and tactical processes for measuring outcomes in public relations campaigns.

Prerequisite: JMC 68000 and 68001; and Journalism and Mass Communication (JMC) major; and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 68009 PUBLIC RELATIONS HISTORY AND THE MODERN WORLD 3 Credit Hours

Examines development of Public Relations as a profession, focusing on the Twentieth Century. Detailed study of historical case studies, campaigns and initiatives.

Prerequisite: JMC 68000 and JMC 68001; and JMC; and Graduate student.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 68010 PUBLIC RELATIONS INTERNAL COMMUNICATIONS 3 Credit Hours

Explores strategies and tactics of internal communications. Includes development of organizational intranets and other employee-focused communications channels with special emphasis on social media to communicate public relations messages.

Prerequisite: JMC 68000 and JMC 68001 and Journalism and Mass Communication (JMC) major and Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 68011 FINANCIAL ISSUES IN PUBLIC RELATIONS 3 Credit Hours

Focuses on financial topics related to a career in public relations, particularly the role of communicators in the growing field of investor relations.

Prerequisite: JMC 68000 and JMC 68001; and JMC; and Graduate student.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 80001 THEORY OF MASS COMMUNICATION 3 Credit Hours

(Slashed with JMC 60001) Introduction to theory of mass communication with emphasis on the process and effects of mass communication.

Prerequisite: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 80004 CYBERMEDIA LAW 3 Credit Hours

Investigates how the law affects those who gather information and publish online, including issues relating to blogging, web site hosting, posting and online journalism, along with a basic ability to apply that knowledge in specific situations. Focus is on both existing law and developing public policy.

Prerequisite: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 80010 QUALITATIVE RESEARCH IN JOURNALISM AND MASS COMMUNICATION: DATA COLLECTION 3 Credit Hours

(Slashed with JMC 60010) Designed to develop skills in qualitative data collection in journalism and mass communication with primary focus on human subjects and textual data.

Prerequisite: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 80011 THEORY AND SOCIETAL ROLE OF MASS MEDIA 3 Credit Hours

(Slashed with JMC 60011) Review theories of the processes and effects of mass communication and how these apply to the work of media professionals or those in the scholastic and collegiate journalism teaching environment. Examines origins, nature, consequences of mass communication and mediated interactions.

Prerequisite: Journalism Mass Communication (JMC) major; and Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

JMC 80040 QUALITATIVE RESEARCH METHODS IN JOURNALISM AND MASS COMMUNICATION: DATA ANALYSIS 3 Credit Hours

Emphasizes the development of skills in the analysis of data collected through qualitative research methods, particularly interviews and ethnographies. Designed to help prepare graduate students who plan to use qualitative methods in their academic or applied research, particularly those who will be adopting these methods for theses or dissertations.

Prerequisite: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

**JMC 80195 SPECIAL TOPICS IN JOURNALISM AND MASS
COMMUNICATION 3 Credit Hours**

(Repeatable for credit) Study of important topics in mass communication. Offered irregularly in response to existing interests and opportunities.

Prerequisite: Doctoral standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter