

MEDIA AND JOURNALISM (MDJ)

MDJ 10009 ELEMENTS OF FILM, TV AND ANIMATION 3 Credit Hours

An introduction to the theory and conceptual choices in story, picture and sound. This course prepares students for the creative and technical aspects of film, TV and animation work.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: School of media and journalism major.

Schedule Type: Lecture

Contact Hours: 2 lecture

Grade Mode: Standard Letter

MDJ 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

MDJ 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: Minimum 2.000 overall GPA; and advertising major or minor, 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

MDJ 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 major.

Prerequisite: Communication studies major or fashion merchandising or community health education major, or Information Design minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: EMAT 10310; and MDJ 21001 or MDJ 28001; and minimum 2.000 overall GPA; and advertising, fashion media, journalism, media literacy, photojournalism, public relations or visual journalism major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 20011 PRODUCTION FUNDAMENTALS 3 Credit Hours

Introduction to TV studio, camera, and sound production and post-production techniques.

Prerequisite: School of media and journalism, or school of emerging media and technology, or school of visual communication design major or minor.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 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

MDJ 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

MDJ 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: MDJ 20004, MDJ 21001 and MDJ 21004 with minimum grades of C- (1.700); and minimum cumulative GPA of 2.000; and advertising major or minor.

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

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 21008 SOCIAL MEDIA STRATEGIES 3 Credit Hours

Designed to help students understand and use social media in critical and strategic ways. 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 tools and to critical views of social media's impact on business, society and culture. 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

MDJ 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: Minimum 2.000 overall GPA; and integrated language arts, digital media production or journalism major.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

MDJ 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: CCI 12001; and minimum 2.000 overall GPA; and school of media and journalism or school of visual communication design major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 23004 STORY FOR PICTURE 3 Credit Hours

An introductory course on plot, character development, and dramatic structure for narrative scriptwriting.

Prerequisite: Advertising, digital media production, fashion media, journalism, media literacy, photojournalism, public relations or visual journalism major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 23130 DIRECTING FOR PICTURE 3 Credit Hours

A course designed to give students the creative and technical knowledge and skills needed to direct narrative and documentary productions. A GPA of 2.700 is required in the major.

Prerequisite: Minimum C- grade in MDJ 20011 and MDJ 23004; and minimum 2.000 overall GPA; and school of media and journalism major or minor.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 23140 PRODUCTION I 3 Credit Hours

A hands-on introduction to narrative and documentary storytelling. Students write, edit and direct projects emphasizing visual storytelling. A GPA of 2.700 is required in the major.

Prerequisite: A minimum C- grade in the following courses MDJ 20011, MDJ 23004 and MDJ 23130.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 26001 WRITING ACROSS PLATFORMS 3 Credit Hours

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

Prerequisite: Minimum C- grade EMAT 10310; and school of media and journalism major or minor; or integrated language arts major.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 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. Standalone 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: Minimum C- grade in MDJ 26001 and EMAT 10310.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 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: A minimum C- grade in MDJ 26005 or MDJ 38002.

Schedule Type: Laboratory, Lecture

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 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: MDJ 26005 and COMM 21000 with a minimum C- grade; and minimum 2.000 overall GPA; and school of media and journalism major.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 26395 SPECIAL TOPICS IN JOURNALISM SKILLS 3 Credit Hours

(Repeatable 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

MDJ 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. This course is the foundational course for students majoring or minoring in public relations and a stimulating elective for students in any major who seek a better understanding of strategic communication and persuasion, how people are informed, influenced and motivated to take action.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: A minimum C- grade in either MDJ 30036 or MDJ 33033 or MDJ 33043.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 30036 DIGITAL VIDEO EDITING 3 Credit Hours
Intermediate class in editing for single camera and multi-camera productions using Adobe Premiere software. A GPA of 2.700 is required in the major.
Prerequisite: MDJ 20011 with a minimum C- grade; and minimum 2.000 overall GPA; and school of media and journalism major or minor.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

MDJ 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 MDJ 20004 and MDJ 21001 and MDJ 31011; and minimum 2.000 overall GPA; and advertising major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

MDJ 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 MDJ 20004 and 20008 and 21001; and minimum 2.000 overall GPA; and advertising major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 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: Minimum C- grade in MDJ 20004 and MDJ 20008 and MDJ 21001; and minimum 2.000 overall GPA; and advertising major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 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. JMC 21004 is recommended to be taken prior to registration, but not required.
Prerequisite: MDJ 20008 with a minimum C- grade; and minimum 2.000 overall GPA; and advertising or public relations major or minor.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

MDJ 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: Minimum C- grade in EMAT 10310, MDJ 20004, MDJ 20008, MDJ 21001 and MDJ 21004; and minimum 2.000 overall GPA; and advertising major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 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- grade in CCI 12001.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 32002 PHOTOJOURNALISM II 3 Credit Hours
(Repeatable for credit) Continuation of MDJ 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: A minimum C- grade in MDJ 32001.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 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: MDJ 22004 with a minimum C- grade; and school of media and journalism major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 33024 BROADCAST PERFORMANCE 3 Credit Hours
Development of effective communication techniques in performance situations for visual media.
Prerequisite: MDJ 26007 or MDJ 26008 with a minimum C- grade; and minimum 2.000 overall GPA; and School of Media and Journalism major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 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: MDJ 20011 with a minimum C- grade; and minimum 2.000 GPA; and advertising, digital media production, fashion media, journalism, media literacy, photojournalism, public relations or visual journalism major or minor.

Corequisite: JMC 30004.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 33033 SOUND FOR PICTURE 3 Credit Hours

An intermediate class for audio and music in film and multimedia.

Students learn the entire process of sound for picture workflow, department by department, from pre-production and budgeting through final mixdown. A GPA of 2.700 is required in the major.

Prerequisite: Minimum C- grade in MDJ 20011; and minimum 2.000 overall GPA; and advertising, digital media production, emerging media and technology, fashion media, journalism, media literacy, photojournalism, public relations or visual journalism major or minor.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 33036 MULTIMEDIA ENGINEERING 3 Credit Hours

Introduction to basic digital 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: Minimum C- grade in MDJ 20011; and a minimum C- grade in two of the following MDJ 30036, MDJ 33033 or MDJ 33043; and 2.000 overall GPA; and school of media and journalism major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: Minimum C- in MDJ 20011; and minimum 2.000 overall GPA; and advertising, digital media production, fashion media, journalism, media literacy, photojournalism, public relations or visual journalism major or minor.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 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: Minimum C- grade in MDJ 20011; and minimum 2.000 overall GPA; and advertising, digital media production, fashion media, journalism, media literacy, photojournalism, public relations or visual journalism major or minor.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 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: Minimum 2.000 GPA; and sophomore standing; and special approval.

Schedule Type: Practical Experience

Contact Hours: 3-9 other

Grade Mode: Satisfactory/Unsatisfactory

Attributes: Experiential Learning Requirement

MDJ 36005 EDITING 3 Credit Hours

Improving the writing of other journalists on all platforms, as well as story planning, content creation, writing headlines and organizing stories in digital formats. Intensive review of AP style and grammar.

Prerequisite: COMM 21000 and MDJ 26001 with a minimum C- grade; and minimum 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 36018 with a minimum C- grade; and minimum 2.000 overall GPA; and advertising, digital media production, fashion media, journalism, media literacy, photojournalism, public relations or visual journalism major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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 MDJ major.

Prerequisite: MDJ 26005 with a minimum C- grade; 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

MDJ 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: Minimum C- grade in MDJ 26007 or MDJ 26008; and minimum 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 36020 STORYTELLING WITH SOUND 3 Credit Hours

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

Prerequisite: Minimum C- grade in MDJ 26005 or MDJ 23004; and minimum 2.000 overall GPA; and digital media production or journalism major or minor.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 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: Minimum C- grade in MDJ 36005; and minimum 2.000 overall GPA; and school of media and journalism major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 26007 or MDJ 26008; and a minimum 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 major or minor.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 36395 SPECIAL TOPICS IN JOURNALISM REPORTING 3 Credit Hours

(Repeatable 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 overall GPA; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 26001 and MDJ 28001 with a minimum C- grade; and minimum 2.000 overall GPA; and advertising, digital media production, fashion media, journalism, media literacy, photojournalism, public relations or visual journalism major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40006 LAW OF MASS COMMUNICATION 3 Credit Hours

(Slashed with MDJ 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 overall GPA; and advertising, digital media production, journalism, photojournalism, public relations majors or media literacy minor; and junior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40007 REVIEWING THE ARTS 3 Credit Hours

(Slashed with MDJ 50007) Reviewing and criticizing of performing, visual and literary arts. Emphasis on books, film, TV and theatre.

Prerequisite: MDJ 20004 or MDJ 26001 or MDJ 23004; and minimum 2.000 overall GPA; and junior or senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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 agent channels and contents of international communication. A GPA of 2.700 is required in the major.

Prerequisite: Minimum 2.000 overall GPA; and junior or senior standing; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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 MDJ courses with a minimum C- grade; a minimum C- grade in MDJ 20004 or MDJ 26001; and minimum 2.000 overall GPA; and school of media and journalism major; and senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Writing Intensive Course

MDJ 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: Minimum C- grade in MDJ 31002 (and MDJ 31003) or MDJ 38002; and minimum 2.000 overall GPA; and advertising or public relations major.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

MDJ 40012 ONLINE JOURNALISM 3 Credit Hours

(Slashed with MDJ 50012) 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: MDJ 26007 or 26008 with a minimum C- grade; and minimum 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40013 TELEVISION SPORTS PRODUCTION 3 Credit Hours

(Slashed with MDJ 50013) A comprehensive study of the production of live action television. A GPA of 2.700 is required in the major.

Prerequisite: Minimum 2.000 overall GPA; and school of media and journalism major; and sophomore, junior or senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40015 MEDIA MARKETPLACE 3 Credit Hours

(Slashed with MDJ 50015) Exploring management issues unique to media organizations and the impact of those issues on the organization's structure, economics markets and employees.

Prerequisite: School of Media and Journalism major or minor; and junior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40016 LAW OF ADVERTISING AND PUBLIC RELATIONS 3 Credit Hours

(Slashed with MDJ 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 MDJ courses all with a minimum C- grade; and minimum C- grade in MDJ 31002 or 31003 or 38002; and minimum 2.000 overall GPA; and advertising or public relations majors.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40017 MEDIA ENTERPRISE 3 Credit Hours

(Slashed with MDJ 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: MDJ 40015 or ENTR 27056.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40020 AUDIO AND STILL PHOTO PRODUCTION 3 Credit Hours

(Slashed with MDJ 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: MDJ 22001 or CCI 12001 with a minimum C- grade; and minimum 2.000 overall GPA; and school of media and journalism major; and junior or senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 20004 with a minimum B- grade or MDJ 20005 with a minimum C- grade; and minimum 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40023 NON-TRADITIONAL JOURNALISM 3 Credit Hours

(Slashed with MDJ 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 C- grade in MDJ 26007; and minimum 2.000 overall GPA; and school of media and journalism majors; and junior or senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40027 MANAGING MEDIA DIVERSITY 3 Credit Hours

(Slashed with MDJ 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: Minimum 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40030 COLLABORATIVE ONLINE PRODUCING 3 Credit Hours

(Slashed with MDJ 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 C- grade in MDJ 40012; and minimum 2.000 overall GPA; and media and journalism major; and special approval.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 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: Minimum C- grade in MDJ 23004; and minimum 2.000 overall GPA; and advertising, digital media production, journalism or public relations major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: Minimum 2.000 overall GPA; and special approval.

Schedule Type: Practical Experience

Contact Hours: 10-60 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

MDJ 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

MDJ 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: Minimum 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

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

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

Prerequisite: Minimum 2.000 overall GPA; and school of media and journalism majors only; and admitted to the honors college.

Schedule Type: Project or Capstone

Contact Hours: 2-4 other

Grade Mode: Standard Letter-IP

Attributes: Experiential Learning Requirement

MDJ 40201 PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS 1 Credit Hour

(Slashed with MDJ 50201) Provides a basic understanding of the public affairs role in public relations. Course specifically examines how external factors surrounding an organization can trigger disruption, opportunity, change, adaptation and evolution. Students explore techniques for anticipating, managing and adapting to 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: Minimum C- grade in MDJ 21005 or MDJ 28001.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

MDJ 40202 PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION 1 Credit Hour

(Slashed with MDJ 50202) Provides a basic understanding of the best practices of crisis planning, preparation, communication and management. Course focuses 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. Those groups include internal, external, public, private and legislative audiences. Minimum 2.700 major GPA required for enrollment in the course.

Prerequisite: Minimum C- grade in MDJ 21005 or MDJ 28001.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

MDJ 40295 SELECTED TOPICS IN JOURNALISM AND MASS COMMUNICATION 3 Credit Hours

(Repeatable for credit)(Slashed with MDJ 50295) Selected topics of special interest not covered in depth in existing courses; offered as resources permit. Minimum 2.700 major GPA is required for enrollment in the course.

Prerequisite: Major or minor in the School of Media and Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 31002 and 31003 with a minimum C- grade; and minimum 2.000 overall GPA; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 31002 and MDJ 31003 with a minimum C- grade; and minimum 2.000 overall GPA; and advertising, digital media production, fashion media, journalism, media literacy, photojournalism, public relations or visual journalism major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 31002 and 31003 with a minimum C- grade; and minimum 2.000 overall GPA; and advertising, digital media production, fashion media, journalism, media literacy, photojournalism, public relations or visual journalism major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 20008 and MDJ 21005 with a minimum C- grade; and minimum 2.000 overall GPA; and advertising major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 20008 and MDJ 21005 with a minimum C- grade; and minimum 2.000 overall GPA; and advertising major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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 MDJ 20005 or MDJ 26001 or MDJ 20004; and minimum 2.000 overall GPA; and fashion media minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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 overall GPA; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: Practical Experience

Contact Hours: 9 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

MDJ 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: MDJ 22004 and MDJ 32001 with a minimum C- grade; and minimum 2.000 overall GPA; and school of media and journalism major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 22004 with a minimum C- grade; and minimum 2.000 overall GPA.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 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: Minimum 2.000 overall GPA; and junior or senior standing; and special approval.

Schedule Type: Lecture, Practical Experience

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

MDJ 43035 ADVANCED TELEVISION NEWS PRODUCING 3 Credit Hours

(Slashed with MDJ 53035) Advanced understanding of how to produce news content for broadcast and the web. Minimum 2.700 major GPA is required for enrollment in the course.

Prerequisite: Minimum C- grade in MDJ 46003.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 43036 RECORD PROMOTION 3 Credit Hours

(Slashed with MDJ 53036) Course operates as an independent record label for students to critique, select, promote, publicize and sell original recorded music. Minimum 2.700 major GPA is required for enrollment in the course.

Prerequisite: Minimum 2.000 overall GPA; and major or minor in School of Communication Studies or School of Media and Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: Minimum C- grade in MDJ 20001; and minimum 2.000 overall GPA; and special approval.

Schedule Type: Practical Experience

Contact Hours: 3-9 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

MDJ 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: MDJ 20011 with a C- grade; and a minimum C- grade in two of the following courses MDJ 30036, MDJ 33033 or MDJ 33043; and minimum 2.000 overall GPA; and school of media and journalism major.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter-IP

MDJ 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: Minimum 2.000 overall GPA; and school of media and journalism majors.

Corequisite: MDJ 44042.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter-IP

MDJ 44050 POST-PRODUCTION SOUND 3 Credit Hours

(Slashed with MDJ 54050) Creating post-production sound for visual productions, including digital cinema, television and video games. Minimum 2.700 major GPA is required for enrollment in the course.

Prerequisite: Minimum C- grade in MDJ 33033; and minimum C- grade in MDJ 30036 or MDJ 33043; and minimum 2.000 overall GPA; and major in School of Media and Journalism.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 44055 SUAS AERIAL CINEMATOGRAPHY 3 Credit Hours

(Slashed with MDJ 54055) Prepares interdisciplinary non-aeronautics majors to operate Small Unmanned Aircraft Systems (sUAS) safely and ethically in news gathering, research, cinematography and applied digital sciences.

Prerequisite: Minimum C- grade in MDJ 20011 and MDJ 23004; and MDJ 30036 or MDJ 33033 or MDJ 33043.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 44065 MOBILE MULTIMEDIA 3 Credit Hours

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

Prerequisite: Minimum C- grade in EMAT 10310.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: Minimum 2.000 overall GPA; and a school of media and journalism major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter-IP

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

(Slashed with MDJ 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 2.700 major GPA is required to enroll in the course.

Prerequisite: Minimum C- grade in MDJ 20011; and School of Media and Journalism major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 45005 HISTORICAL DOCUMENTARY PRODUCTION 3 Credit Hours

(Slashed with MDJ 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. Minimum 2.700 major GPA is required to enroll in the course.

Prerequisite: Minimum 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 33042 and MDJ 44042 with a minimum C- grade; and minimum 2.000 overall GPA; and advertising, digital media production, fashion media, journalism, media literacy, photojournalism, public relations or visual journalism major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 45007 PRODUCING FOR PICTURE 3 Credit Hours

A deep and technical look at filmmaking from business, legal, and logistical perspectives. A GPA of 2.700 is required in the major.

Prerequisite: Minimum C- grade in MDJ 23140 or minimum C- grade in MDJ 30036 (and MDJ 33043); and minimum 2.000 overall GPA; and school of media and journalism major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 45010 FEATURE FILM PRE-PRODUCTION 3 Credit Hours

(Slashed with MDJ 55010) Gives students practical, hands-on experience in the pre-production 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. Minimum 2.700 major GPA is required for enrollment in the course.

Prerequisite: Minimum C- grade in MDJ 20011; and minimum 2.000 overall GPA; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 45011 FEATURE FILM PRODUCTION 6 Credit Hours

(Slashed with MDJ 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: Minimum C- grade in MDJ 20011; and minimum 2.000 overall GPA; and special approval.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 8 lab

Grade Mode: Standard Letter

MDJ 45013 FEATURE FILM POST PRODUCTION 3 Credit Hours
 (Slashed with MDJ 55013) Advanced video editing course designed to offer students the experience in the post-production and finishing of a feature length digital narrative film. Students 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. Minimum 2.700 major GPA is required to enroll in the course.
Prerequisite: Minimum C- grade in MDJ 20011; and special approval.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

MDJ 45020 AVID EDITOR CERTIFICATION 3 Credit Hours
 (Slashed with MDJ 55020) Prepares students to take the Avid Media Composer 101 exam to be certified as Avid video editors. Minimum 2.700 major GPA is required to enroll in the course.
Prerequisite: Minimum C- grade in MDJ 30036; and minimum 2.000 overall GPA; and major or minor in School of Media and Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 46000 NEWSPAPER DESIGN 3 Credit Hours
 (Slashed with MDJ 56000) Design of newspapers from small inside pages to elaborate feature pages; news judgment; and basic information graphics and photo editing.
Prerequisite: Minimum C- grade in MDJ 26001 and VCD 37000; and minimum 2.750 overall GPA.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

MDJ 46001 INFORMATION GRAPHICS 3 Credit Hours
 (Slashed with MDJ 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 2.700 major GPA is required to enroll in the course.
Prerequisite: Minimum C- grade in COMM 21000 and MDJ 26001 ; and major or minor in School of Media and Journalism.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter

MDJ 46003 PRODUCING TELEVISION NEWS 3 Credit Hours
 (Slashed with MDJ 56003) Introduction to the theory and practice of producing content for television news and public affairs programs. Emphasis is placed on understanding news philosophies, storytelling story selection and rundown placement.
Prerequisite: Minimum C- grade in MDJ 26005 or MDJ 20011; and minimum 2.000 overall GPA; and major in School of Media and Journalism.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter

MDJ 46006 OPINION WRITING 3 Credit Hours
 (Slashed with MDJ 56006) Instruction and practice in producing columns and editorials for a variety of audiences. Emphasis on research and reporting to produce thoughtful opinion pieces.
Prerequisite: MDJ 26001.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 46007 INVESTIGATIVE REPORTING 3 Credit Hours
 (Slashed with MDJ 56007) Techniques involved in researching, interviewing and reporting investigative news articles and analyses. Minimum 2.700 major GPA is required to enroll in the course.
Prerequisite: Minimum C- grade in MDJ 26007 or MDJ 26008; and minimum 2.000 overall GPA; and major in the School of Media and Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 46009 REPORTING PUBLIC POLICY 3 Credit Hours
 (Slashed with MDJ 56009) Instruction and practice in reporting all areas of public affairs, including government and the courts. Use of precision journalism techniques. Minimum 2.700 major GPA is required to enroll in the course.
Prerequisite: Minimum C- grade in MDJ 26007 or MDJ 26008; and minimum 2.000 overall GPA; and major in School of Media and Journalism.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter

MDJ 46016 BUSINESS OF PUBLISHING 3 Credit Hours
 (Slashed with MDJ 56016) Overview of publishing in digital and print formats, media entrepreneurship, role of editorial, advertising, circulation, production, branding and social media. Minimum 2.700 major GPA is required to enroll in the course.
Prerequisite: Minimum C- grade in COMM 21000 and ENTR 27056 and MDJ 26001; and minimum 2.000 overall GPA; and major in School of Media and Journalism; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 46020 MAGAZINE DESIGN 3 Credit Hours
 (Slashed with MDJ 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: A minimum C- grade in MDJ 26001.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter

MDJ 46021 ADVANCED MAGAZINE WRITING 3 Credit Hours
 (Slashed with MDJ 56021) Research, interviewing writing and marketing of major magazine articles; editing techniques for magazines.
Prerequisite: Minimum C- grade in MDJ 36018; and minimum 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 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. Minimum 2.700 major GPA is required to enroll in the course.
Prerequisite: Minimum C- grade in MDJ 26008; and minimum 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MDJ 46054 BROADCAST DOCUMENTARY 3 Credit Hours

(Slashed with MDJ 56054) Development of documentary form for radio and television. Analysis and production of documentaries. Utilization of audio and video recording and editing. Minimum 2.700 major GPA is required to enroll in the course.

Prerequisite: Minimum C- grade in one of the following sets: (MDJ 26008) or (MDJ 33033 and MDJ 33042) or (MDJ 33033 and MDJ 33043) or (MDJ 33042 and MDJ 33043); and minimum 2.000 overall GPA.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 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 stills and multimedia. A 2.700 major GPA is required to be enrolled in the course.

Prerequisite: Minimum C- grade in ENTR 27056 and MDJ 32001 and MDJ 32005; and minimum 2.000 overall GPA; and major or minor in School of Media and Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 46057 MOTION GRAPHICS FOR VIDEO EDITING 3 Credit Hours

(Slashed with MDJ 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 is used extensively in the course. A minimum 2.700 major GPA is required to enroll in the course.

Prerequisite: A minimum C- grade in MDJ 20011; and 2.000 overall GPA.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 46091 NEW YORK MEDIA SEMINAR 3 Credit Hours

(Slashed with MDJ 56091) 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 minimum 2.700 major GPA is required for enrollment.

Prerequisite: Minimum 2.000 overall GPA; and sophomore, junior or senior standing; and a major or minor in the College of Communication and Information; and special approval.

Schedule Type: Seminar

Contact Hours: 3 other

Grade Mode: Standard Letter

MDJ 46395 SPECIAL TOPICS IN JOURNALISM PRACTICE 3 Credit Hours

(Repeatable for credit) Special topics in journalism practice.

Prerequisite: Special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 47003 TEACHING HIGH SCHOOL JOURNALISM 3 Credit Hours

(Slashed with MDJ 57003) 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

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

(Slashed with MDJ 58001) Planning and preparation of materials for use by the news media and an organization's publics, both on paper and digitally. The course explores the media relations function, along with the uses and limitations of mass and social media in public relations practice.

Prerequisite: Minimum C- grade in MDJ 26001; and minimum C- grade in MDJ 26007 or MDJ 26008; and minimum C- grade in MDJ 38002; and minimum 2.000 overall GPA; and major or minor in School of Media and Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Writing Intensive Course

MDJ 48002 PUBLIC RELATIONS TACTICS 3 Credit Hours

(Slashed with MDJ 58002) Planning and preparation of face-to-face public relations tactics, including special event planning, speeches and presentations with visual support and other applications of "writing for the ear." Students learn about enhancing their personal brands through face-to-face, written and digital techniques.

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

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 48003 DIGITAL PUBLIC RELATIONS 3 Credit Hours

(Slashed with MDJ 58003) Explores fundamentals of online tactics, including social media, blogging, podcasts and website planning and design. Provides hands-on skills development using a full range of digital techniques. Includes emphasis on writing for online audiences.

Prerequisite: Minimum C- grade in MDJ 20008 and MDJ 26001 and (MDJ 26007 or MDJ 26008) and MDJ 28001 and MDJ 31007 and MDJ 38002; and minimum 2.000 overall GPA; and Public Relations major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 48006 PUBLIC RELATIONS PUBLICATIONS 3 Credit Hours

(Slashed with MDJ 58006) Planning, writing and design of organizational publications, including newsletters, brochures, fliers, promotional mailers and websites. Course also explores the print production process.

Prerequisite: Minimum C- grade in MDJ 26001; and Public Relations major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 48099 CAPSTONE: PUBLIC RELATIONS CAMPAIGNS (ELR) 3 Credit Hours

Capstone course requires student teams to combine research, planning and execution into a single public relations campaign developed for a real world organization. Minimum 2.700 major GPA required to enroll in the course.

Prerequisite: Minimum C- grade in MDJ 26007 or MDJ 26008; and minimum C- grade in MDJ 38002; and minimum C- grade in three of the four courses: MDJ 48001, MDJ 48002, MDJ 48003, MDJ 48006; and minimum 2.000 overall GPA.

Schedule Type: Project or Capstone, Seminar

Contact Hours: 3 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

MDJ 49005 MUSIC VIDEO PRODUCTION 3 Credit Hours

(Slashed with MDJ 59005) Teaches the process of producing and directing a music video. Course 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

MDJ 49021 CORPORATE VIDEO 3 Credit Hours

(Slashed with MDJ 59021) The use of video in corporate and organizational environments. Emphasis is placed on the structure and function of the medium within each environment. Minimum 2.700 major GPA is required for enrollment in the course.

Prerequisite: Minimum C- grade from two of the following three: MDJ 33033, MDJ 33042, MDJ 33043; and minimum 2.000 overall GPA; and major in School of Media and Journalism.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 49099 PRODUCTION II (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: A minimum C- grade in either MDJ 23140 or MDJ 45007; and senior standing.

Schedule Type: Laboratory, Lecture, Project or Capstone

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter-IP

Attributes: Experiential Learning Requirement

MDJ 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

MDJ 50007 REVIEWING THE ARTS 3 Credit Hours

(Slashed with MDJ 40007) Reviewing and criticism of performing, visual and literary arts. Emphasis on books, film, TV and theater.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 50013 TELEVISION SPORTS PRODUCTION 3 Credit Hours

(Slashed with MDJ 40013) A comprehensive study of the production of live action television sports coverage.

Prerequisite: School of media and journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 50015 MEDIA MARKETPLACE 3 Credit Hours

(Slashed with MDJ 40015) 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

MDJ 50016 LAW FOR ADVERTISING AND PUBLIC RELATIONS 3 Credit Hours

(Slashed with MDJ 40016) 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

MDJ 50017 MEDIA ENTERPRISE 3 Credit Hours

(Slashed with MDJ 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: Media and journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 50020 AUDIO AND STILL PHOTO PRODUCTION 3 Credit Hours

(Slashed with MDJ 40020) 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: Media and journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 50023 NON-TRADITIONAL JOURNALISM 3 Credit Hours
(Slashed with MDJ 40023) 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: Media and journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 50027 MANAGING MEDIA DIVERSITY 3 Credit Hours
(Slashed with MDJ 40027) 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

MDJ 50030 COLLABORATIVE ONLINE PRODUCING 3 Credit Hours
(Slashed with MDJ 40030) The use of multimedia and interactive storytelling rules such as video, audio and graphics. Students work in teams to produce packages for online news sites and organizational videos.

Prerequisite: Media and journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 50037 SCRIPTWRITING FOR VIDEO AND FILM 3 Credit Hours
(Slashed with JMC 40037) 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

MDJ 50201 PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS 1 Credit Hour
(Slashed with MDJ 40201) Provides a basic understanding of the public affairs role in public relations. Course specifically examines how external factors surrounding an organization can trigger disruption, opportunity, change, adaptation and evolution. Students explore techniques for anticipating, managing and adapting to 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

MDJ 50202 PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION 1 Credit Hour
(Slashed MDJ 40202) Provides a basic understanding of the best practices of crisis planning, preparation, communication and management. Course focuses 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. Those groups include internal, external, public, private and legislative audiences.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

MDJ 50295 SELECTED TOPICS IN JOURNALISM AND MASS COMMUNICATION 3 Credit Hours
(Repeatable for credit)(Slashed with MDJ 40295) Selected topics of special interest not covered in depth in existing courses; offered as resources permit.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 53035 ADVANCED TELEVISION NEWS PRODUCING 3 Credit Hours
(Slashed with MDJ 43035) 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

MDJ 53036 RECORD PROMOTION 3 Credit Hours
(Slashed with MDJ 43036) Course operates as an independent record label for students to critique, select, promote, publicize and sell original recorded music.

Prerequisite: Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 54050 POST-PRODUCTION SOUND 3 Credit Hours
(Slashed with MDJ 44050) Creating post-production sound for visual productions, including digital cinema, television and video games.

Prerequisite: Media and Journalism 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

MDJ 54055 SUAS AERIAL CINEMATOGRAPHY 3 Credit Hours
(Slashed with MDJ 44055) Prepares interdisciplinary non-aeronautics majors to operate Small Unmanned Aircraft Systems (sUAS) safely and ethically in news gathering, research, cinematography and applied digital sciences.

Prerequisite: Graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 55001 ADVANCED LIGHTING FOR DIGITAL FILM AND TELEVISION 3 Credit Hours

(Slashed with MDJ 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: Media and Journalism major; and graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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

MDJ 55010 FEATURE FILM PRE-PRODUCTION 3 Credit Hours

(Slashed with MDJ 45010) Gives students practical, hands-on experience in the pre-production 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 pre-production of the film.

Prerequisite: Media and Journalism major; and graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 55011 FEATURE FILM PRODUCTION 6 Credit Hours

(Slashed with MDJ 45011) 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.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 8 lab

Grade Mode: Standard Letter

MDJ 55013 FEATURE FILM POST PRODUCTION 3 Credit Hours

(Slashed with MDJ 45013) Advanced video editing course designed to offer students the experience in the post-production and finishing of a feature length digital narrative film. Students 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. In addition, graduate students in the course assume a leadership position.

Prerequisite: Media and Journalism 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

MDJ 55020 AVID EDITOR CERTIFICATION 3 Credit Hours

(Slashed with MDJ 45020) Prepares students to take the Avid Media Composer 101 exam to be certified as Avid video editors

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 56000 NEWSPAPER DESIGN 3 Credit Hours

(Slashed with MDJ 46000) Design of newspapers from small inside pages to elaborate feature pages; news judgment; and basic information graphics and photo editing.

Prerequisite: Graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 56001 INFORMATION GRAPHICS 3 Credit Hours

(Slashed with MDJ 46001 and VCD 43007) 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

MDJ 56003 PRODUCING TELEVISION NEWS 3 Credit Hours

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

Prerequisite: Media and Journalism major; and graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 56006 OPINION WRITING 3 Credit Hours

(Slashed with MDJ 56006) Instruction and practice in producing columns and editorials for a variety of audiences. Emphasis on research and reporting to produce thoughtful opinion pieces.

Prerequisite: MDJ 66011; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 56007 INVESTIGATIVE REPORTING 3 Credit Hours

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

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 56009 REPORTING PUBLIC POLICY 3 Credit Hours

(Slashed with MDJ 46009) Instruction and practice in reporting all areas of public affairs, including government and the courts. Use of precision journalism techniques.

Prerequisite: Graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 56016 BUSINESS OF PUBLISHING 3 Credit Hours

(Slashed with MDJ 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

MDJ 56020 MAGAZINE DESIGN 3 Credit Hours

(Slashed with MDJ 46020) Marriage of words and visuals for designing magazine layouts and covers in desktop publishing.

Prerequisite: MDJ 56016; and graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 56021 ADVANCED MAGAZINE WRITING 3 Credit Hours

(Slashed with MDJ 46021) Research, interviewing, writing and marketing of major magazine articles; editing techniques for magazines.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 56052 ADVANCED BROADCAST REPORTING 3 Credit Hours

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

Prerequisite: MDJ 56054; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 56054 BROADCAST DOCUMENTARY 3 Credit Hours

(Slashed with MDJ 46054) Development of documentary form for radio and television. Analysis and production of documentaries. Utilization of audio and video recording and editing.

Prerequisite: Graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 56057 MOTION GRAPHICS FOR VIDEO EDITING 3 Credit Hours

(Slashed with MDJ 46057) 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 is used extensively in the course.

Prerequisite: Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 56091 NEW YORK MEDIA SEMINAR 3 Credit Hours

(Slashed with MDJ 46091) 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.

Prerequisite: Major in the College of Communication and Information; and graduate standing.

Schedule Type: Seminar

Contact Hours: 3 other

Grade Mode: Standard Letter

MDJ 57003 TEACHING HIGH SCHOOL JOURNALISM 3 Credit Hours

(Slashed with MDJ 47003) 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

MDJ 58001 MEDIA RELATIONS AND PUBLICITY 3 Credit Hours

(Slashed with MDJ 48001) Planning and preparation of materials for use by news media and an organization's publics, both on paper and digitally. The course explores the media relations function, along with the uses and limitations of mass and social media in public relations practice.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 58002 PUBLIC RELATIONS TACTICS 3 Credit Hours

(Slashed with MDJ 48002) Planning and preparation of face-to-face public relations tactics, including special event planning, speeches and presentations with visual support and other applications of "writing for the ear." Students learn about enhancing their personal brands through face-to-face, written and digital techniques.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 58003 DIGITAL PUBLIC RELATIONS 3 Credit Hours

(Slashed with MDJ 48003) Explores fundamentals of online tactics, including social media, blogging, podcasts and website planning and design. Provides hands-on skills development using the full range of digital techniques. Includes emphasis on writing for online audiences.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 58006 PUBLIC RELATIONS PUBLICATIONS 3 Credit Hours

(Slashed with MDJ 48006) Planning, writing and design of organizational publications, including newsletters, brochures, fliers, promotional mailers and websites. Course also explores the print production process.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 59005 MUSIC VIDEO PRODUCTION 3 Credit Hours

(Slashed with MDJ 49005) Teaches the process of producing and directing a music video. Course 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: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 59021 CORPORATE VIDEO 3 Credit Hours

(Slashed with MDJ 49021) The use of video in corporate and organizational 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

MDJ 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

MDJ 60001 THEORY OF MASS COMMUNICATION 3 Credit Hours

(Slashed with MDJ 80001) 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

MDJ 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 is 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

MDJ 60003 TEACHING JOURNALISM ETHICS 3 Credit Hours

Study of ethical problems of mass media in society; analysis of media policies; performance evaluation.

Prerequisite: Media and Journalism major and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 60004 CYBERMEDIA LAW 3 Credit Hours

(Slashed with MDJ 80004) 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

MDJ 60007 RESEARCH METHODS IN MASS COMMUNICATION 3 Credit Hours

(Slashed with MDJ 80007) 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: Media and Journalism major; and graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

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

(Slashed with MDJ 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

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

(Slashed with MDJ 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: Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 60012 MASS COMMUNICATION LAW AND ETHICS 3 Credit Hours

(Slashed with MDJ 80012) 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: Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 60015 ADVANCED MEDIA MANAGEMENT 3 Credit Hours

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

Prerequisite: MDJ 50015; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 60021 LITERARY JOURNALISM 3 Credit Hours

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

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

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

(Slashed with MDJ 80040) 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

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

(Repeatable for credit) 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

MDJ 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: Satisfactory/Unsatisfactory

MDJ 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: Seminar

Contact Hours: 1-3 other

Grade Mode: Standard Letter-IP

MDJ 60196 READINGS IN MASS COMMUNICATIONS 1-3 Credit Hours

(Repeatable for credit) Students pursue course of readings approved by instructor to cover a subject specialty they 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

MDJ 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

MDJ 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

MDJ 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 journalism and mass communication 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

MDJ 60299 THESIS II 2 Credit Hours

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

Prerequisite: MDJ 60199; and graduate standing.

Schedule Type: Masters Thesis

Contact Hours: 2 other

Grade Mode: Satisfactory/Unsatisfactory-IP

MDJ 60399 MASTER'S PROFESSIONAL PROJECT 3 Credit Hours

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

Prerequisite: Graduate standing; and special approval.

Schedule Type: Project or Capstone

Contact Hours: 3 other

Grade Mode: Satisfactory/Unsatisfactory-IP

MDJ 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

MDJ 61001 PRINCIPLES AND PRACTICES OF DIGITAL 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: Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 64036 DIGITAL VIDEO EDITING 3 Credit Hours

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

Prerequisite: Media and Journalism 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

MDJ 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

MDJ 66010 SPECIALIZED REPORTING 3 Credit Hours

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

Prerequisite: MDJ 56009; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: Media and Journalism 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

MDJ 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 media and journalism. Minimum 150 hours of work for each credit hour.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Practical Experience

Contact Hours: 1-3 other

Grade Mode: Standard Letter-IP

MDJ 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. Course covers system functionality and structure, as well as orientation of students to the management system. Aspects of high school administration and legal issues are covered, along with site design and user experience.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 2 lecture

Grade Mode: Standard Letter

MDJ 67075 TEACHING MULTIMEDIA 3 Credit Hours

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 are introduced to data and mapping visualization tools, timelines and DX codes to enhance storytelling.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 67076 TEACHING BROADCAST JOURNALISM 3 Credit Hours

Course covers base knowledge that a teacher needs to begin teaching broadcast journalism. Content includes modules on cultivating student broadcast journalism, project-based instruction, production skills and legalities and ethics. While the primary focus is on teaching technique, students 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

MDJ 67079 TEACHING PHOTO EDITING 2 Credit Hours

Utilization of current photo editing software provides students with powerful tools to acquire, manipulate and output a variety of images - from fine art to instructional and web graphics. The focus of the 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

MDJ 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

MDJ 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

MDJ 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

MDJ 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 public relations 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

MDJ 68001 PUBLIC RELATIONS MANAGEMENT 3 Credit Hours

(Slashed with MDJ 88001) 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 the public.

Prerequisite: MDJ 68000; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 68000 and MDJ 68001; and Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 68000 and MDJ 68001; and Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 68000 and MDJ 68001; and Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 68000 and MDJ 68001; and Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

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

Examines development of public relations as a profession, focusing on the 20th century. Detailed study of historical case studies, campaigns and initiatives.

Prerequisite: MDJ 68000 and MDJ 68001; and Media and Journalism major; and graduate study.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 68000 and MDJ 68001; and Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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: MDJ 68000 and MDJ 68001; and Media and Journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 80001 THEORY OF MASS COMMUNICATION 3 Credit Hours

(Slashed with MDJ 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

MDJ 80004 CYBERMEDIA LAW 3 Credit Hours

(Slashed with MDJ 60004) 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

MDJ 80007 RESEARCH METHODS IN MASS COMMUNICATION 3 Credit Hours

(Slashed with MDJ 60007) 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: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

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

(Slashed with MDJ 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

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

(Slashed with MDJ 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: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 80012 MASS COMMUNICATION LAW AND ETHICS 3 Credit Hours

(Slashed with MDJ 60012) 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: A major in the College of Communication and Information; and doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 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

MDJ 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

MDJ 88001 PUBLIC RELATIONS MANAGEMENT 3 Credit Hours

(Slashed with MDJ 68001) 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 the public.

Prerequisite: A major in the College of Communication and Information; and doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter