

SCHOOL OF MEDIA AND JOURNALISM

College of Communication and Information

School of Media and Journalism

201 Franklin Hall

Kent Campus

330-672-2572

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www.kent.edu/mdj

Undergraduate Programs

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

Minors

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

Graduate Programs

- Media and Journalism - M.A.
- Journalism Education - M.A.

Graduate Certificates

- Journalism Education

School of Media and Journalism Faculty

- Armour, Luke L. (2012), Senior Lecturer, M.A., University of Akron, 2006
- Bailey, Evan B. (2003), Professor, M.A., Kent State University, 2009
- Bobkowski, Piotr S. (2023), Professor, Ph.D., University of North Carolina-Chapel Hill, 2010, 2010
- Butler-Wall, Karisa (2019), Assistant Professor, Ph.D., University of Minnesota-Twin Cities, 2016
- Canfora, Roseann C. (2001), Assistant Professor, Ph.D., Kent State University, 2001
- Conley, Tara (2022), Assistant Professor
- Cooper, Kathryn (2022), Assistant Professor, Ph.D., The Ohio State University, 2018
- Ewing, Michele E. (2002), Professor, M.A., Kent State University, 1989
- Foster, David A. (2005), Associate Professor, M.A., Kent State University, 2014
- Hallgren, Scott W. (2016), Associate Professor, M.Mus., Seattle Film Institute, 2015
- Hoak, Gretchen J. (2015), Associate Professor, Ph.D., Kent State University, 2008

- Jackson, Michael A. (2022), Lecturer, M.S., University of Southern California, 1981
- Knoblock, Christopher (2019), Lecturer, B.A., William Paterson University, 1986
- Lambert, Cheryl Ann (2016), Associate Professor, Ph.D., University of Tennessee, 2008
- Marino, Jacqueline A. (1990), Professor, M.A., The Johns Hopkins University, 2002
- McKenney, Mitchell J. (2001), Associate Professor, M.B.A., Kent State University, 2008
- Metzgar, Emily T. (2020), Professor
- Moore, Stefanie A. (2001), Professor, M.S., Kent State University, 2007
- Nenque, Andrea R. (2023), Assistant Professor, Ph.D., University of North Carolina-Chapel Hill, 2023
- Reynolds, Amy L. (2015), Professor
- Roberts, Timothy A. (2003), Senior Lecturer, M.A., Kent State University, 2010
- Rolnick-Fox, Rebecca M. (2017), Associate Professor, M.F.A., University of Southern California, 2000
- Stewart, Mizell (2023), Lecturer, M.S., Northern Kentucky University, 2015
- Tang, Tang (2018), Professor, Ph.D., Ohio University, 2008
- Wasbotten, Thor L. (2012), Professor, M.S., University of Oregon, 1995
- White, Dana (2018), Associate Professor, M.F.A., University of California, Riverside, 2015

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, TAG Communication, 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: None.

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: 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

Introductory course offering a conceptual and hands-on approach to understanding digital video and sound recording and editing.

Prerequisite: None.

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 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 21015 FOUNDATIONS OF STRATEGY AND COMMUNICATION 3 Credit Hours

This foundational course will establish a strong understanding of what strategy is and how to develop strategy that is grounded in brand values and consumer insights. This information is essential for the development of persuasive messaging and provides a foundation for remaining advertising classes and future careers.

Prerequisite: Minimum C- grade in MDJ 21001.

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.

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 or Digital Media Production or Emerging Media and Technology or Journalism or Public Relations or Visual Journalism or Visual Communication Design major or minor or Animation and Game Design or Fashion Media or Media Literacy 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.

Prerequisite: Minimum C- grade in MDJ 20011 and MDJ 23004.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 26001 WRITING FOR MEDIA 3 Credit Hours

In this course, students will discover the power of media messages by learning the significant elements of writing for journalistic and public relations media. They will work toward developing a clear, concise writing style that is free from grammar, punctuation, and spelling errors. Students will learn how the purpose of writing informs its execution as well as how to hone their interviewing and research skills to support their key messages and themes. Students will be introduced to the use of social media for the support, dissemination and promotion of their work.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 26005 MULTIMEDIA JOURNALISM 3 Credit Hours

In this course students will learn to use multimedia for storytelling. Through use of different delivery platforms and adherence to deadlines, students will develop a multimedia mindset. Students will develop skills in formatting stories for web and mobile delivery, and will learn to use multimedia tools in breaking news situations. Students will create multimedia features and packages, and will experiment with standalone and complementary stories. Students will develop their skills in capturing and using video, audio and still photos, and will discuss ethical and legal issues surrounding online news reporting and presentation.

Prerequisite: Minimum C- grade in MDJ 26001; and a minimum C- grade in either EMAT 10310 or MDJ 20011.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 26007 REPORTING 3 Credit Hours

This course builds on the skills learned in MDJ 26001 and MDJ 26005 to introduce students to reporting with a text-based focus. Students will engage in the researching, interviewing and reporting skills necessary to cover a variety of news stories, while continuing to hone their journalistic writing skills. As part of the course, students will cover stories on campus and in the community with the opportunity for their work to be disseminated through our student media news outlets.

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

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 26008 BROADCAST REPORTING 3 Credit Hours

The course introduces the fundamentals of writing and reporting the news with a focus on video. Building on skills learned in MDJ 26001 and MDJ 26005, students will engage in the researching, interviewing and reporting skills necessary to cover a variety of news stories using video for TV or other visual platforms. They will also continue to hone their journalistic writing skills with a focus on broadcast style. As part of the course, students will shoot and edit video stories on campus and in the community with the opportunity for their work to be disseminated through our student media news outlets.

Prerequisite: MDJ 26005 or MDJ 38002 with a minimum C- grade.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

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 30036 DIGITAL VIDEO EDITING 3 Credit Hours

Intermediate class in editing for single camera and multi-camera productions using Adobe Premiere software.

Prerequisite: Minimum C- grade in MDJ 20011.

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.

Prerequisite: Minimum C- grade in MDJ 31011.

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.

Prerequisite: MDJ 20004 and MDJ 20008 with a minimum C- grade.

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.

Prerequisite: MDJ 20004 and MDJ 20008 with a minimum C- grade.

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. JMC 21004 is recommended to be taken prior to registration, but not required.

Prerequisite: Minimum C- grade in MDJ 20008.

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 MDJ 20004 and MDJ 20008.

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

Attributes: TAG Communication

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 33007 PRODUCING FOR PICTURE 3 Credit Hours

A deep and technical look at filmmaking from business, legal and logistical perspectives.

Prerequisite: Minimum C- grade in MDJ 20011.

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: Minimum C- grade in MDJ 26007 or MDJ 26008.

Schedule Type: Lecture

Contact Hours: 3 lecture

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.

Prerequisite: Minimum C- grade in MDJ 20011.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

Attributes: TAG Communication

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.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 33043 DIGITAL CINEMATOGRAPHY 3 Credit Hours

Course focuses on digital cinematography techniques for shooting documentary and narrative fiction.

Prerequisite: Minimum C- grade in MDJ 20011.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 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 34036 MULTIMEDIA ENGINEERING 3 Credit Hours

Introduction to basic digital media technology and systems, providing students with multimedia engineering knowledge and vocabulary. Overview of broadcast operations and legal viewpoint. Prep for Society of Broadcast Engineer (SBE) operators' certification exam.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 34140 PRODUCTION I 3 Credit Hours

A hands-on introduction to narrative and documentary storytelling. Students write, edit and direct projects emphasizing visual storytelling.

Prerequisite: Minimum C- grade in MDJ 23130.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 36005 EDITING 3 Credit Hours

Students will learn the craft of editing – chiefly improving the writing of other journalists on all platforms. Students will also learn story planning, content creation, writing headlines and organizing stories in digital formats. This course also includes an intensive review of style and grammar.

Prerequisite: MDJ 26007 or MDJ 26008 with a minimum C- grade.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 36008 FREELANCE JOURNALISM 3 Credit Hours

In an ever-changing media landscape, students need to be able to market themselves and their work. This course provides students the tools, resources and strategies needed to pitch creative work to various media companies. Students will learn how to research markets, craft effective queries and manage the business considerations of being a freelance journalist.

Prerequisite: Junior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 36010 INTERVIEWING AND DATA FOR JOURNALISTS 3 Credit Hours

This course offers students more practice in interviewing and finding news in numbers. Students will engage in news coverage that allows them to practice interviewing techniques including how to find sources, ask the right questions and use that information to create news content. We will also discuss diversity and its importance in the selection of story topics and sources. This course will also introduce students to finding stories through data and research. Students will learn how to find stories in numbers, how to judge and report on scientific research and how to use visuals to enhance reporting of data.

Prerequisite: MDJ 26007 or MDJ 26008 with a minimum C- grade.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 36018 FEATURE WRITING 3 Credit Hours

This is a class about writing stories people want to read, not stories they have to read to keep up with the news. You will learn the journalistic and literary tools to write drop-everything, time-melting, hit-share reads. Each feature you produce, even the one written in the first person, must be thoroughly reported, stylishly written and students will be encouraged to submit their work for publication. A special emphasis will be placed on reporting the experiences of communities that have traditionally been ignored or misrepresented in media.

Prerequisite: Minimum C- grade in MDJ 26007 or MDJ 26008.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 36020 AUDIO STORYTELLING AND PODCASTING I 3 Credit Hours

The audio storytelling used in public radio-style stories and podcasts gives audiences an immersive and intimate experience that's available anytime, anywhere. This course will give students the expertise needed to develop and produce broadcast-quality audio content. Students will learn how to write for the ear, interview for audio, as well as edit and mix audio stories that meet professional standards for broadcast.

Prerequisite: None.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

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 28001 with a minimum C- grade.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40006 LAW OF MEDIA AND JOURNALISM 3 Credit Hours

(Slashed with MDJ 50006) This course will help students understand how the law affects media and its practitioners, identify legal issues and apply knowledge to specific situations likely confronted by working professionals, and give students an appreciation of the history and role that the First Amendment and other protections for free expression play in a diverse American society.

Prerequisite: Junior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 40010 ETHICS AND ISSUES IN MEDIA AND JOURNALISM (WIC) 3 Credit Hours

This course is about what the media ought to do and the underlying values that frame ethical decision-making. We will use ethics theories and critical thinking to discuss ethical decisions in media and in journalism, as well as explore how benefits and harms affect diversity, equity, inclusion, and belonging in the decisions we make as media practitioners. We'll use theory and moral reasoning to examine media decision-making beyond news judgment and common sense. The course does not attempt to give students rules for ethical behavior; it is an intellectual journey.

Prerequisite: 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 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) This course will expose students to the business side of the media industry by exploring management issues unique to media organizations and the impact of those issues on the organization's structure, economics and employees. Students will also study the process of monetizing and distributing multimedia content to targeted audiences through various delivery streams. Students will apply entrepreneurial thinking as they explore the importance of promotion, branding and social media in today's media marketplace.

Prerequisite: None.

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 40027 RACE, GENDER, CLASS AND DIS/ABILITY IN MEDIA INDUSTRIES (DIVD) 3 Credit Hours

(Slashed with MDJ 50027) To introduce students to the many facets of diversity in media through the eyes and perspectives of practitioners and audiences. This class takes a critical survey of messages directed at specific members of the mass audience and how these messages help shape the culture through historical, legal, economic, political, social and artistic influences. Media institutions are examined in terms of how and why diverse content is produced and distributed. Special attention is paid to increasing students' level of media literacy by examining these messages.

Prerequisite: MDJ 20001.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Diversity Domestic

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) 1-3 Credit Hours

(Repeatable for credit) Experience in a professional setting under professional supervision in student's field of specialization.

Prerequisite: Minimum 23 credit hours of MDJ coursework; and special approval.

Schedule Type: Practical Experience

Contact Hours: 3-9 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

MDJ 40095 SPECIAL TOPICS IN MEDIA AND JOURNALISM 1-3 Credit Hours

(Repeatable for credit) Explores selected topics of special interest in media and journalism not covered in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

MDJ 40096 INDIVIDUAL PROJECTS IN MEDIA AND JOURNALISM 1-3 Credit Hours

(Repeatable for credit) Individual research projects in media and journalism.

Prerequisite: 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 IN MEDIA AND JOURNALISM (ELR) 2-4 Credit Hours

Thesis or other independent study project in media and journalism.

Prerequisite: 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: None.

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.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

MDJ 40295 SELECTED TOPICS IN MEDIA AND JOURNALISM 1-3 Credit Hours

(Repeatable for credit) (Slashed with MDJ 50295) Selected topics of special interest not covered in depth in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: School of Media and Journalism major or minor.

Schedule Type: Lecture

Contact Hours: 1-3 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 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.

Prerequisite: MDJ 20008 and MDJ 21015 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 41099 ADVERTISING CAMPAIGNS (ELR) 3 Credit Hours

Capstone course requires student teams to combine research, planning and execution into a single advertising campaign developed for a real world organization. A GPA of 2.700 is required in the major.

Prerequisite: Minimum C- grade in MDJ 31002 and MDJ 31003.

Schedule Type: Lecture, Project or Capstone

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

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.

Prerequisite: Minimum C- grade in MDJ 20004 or MDJ 20005 or MDJ 23004 or MDJ 26001.

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 41199 CAPSTONE: CAMPAIGNS IN ADVERTISING AND PUBLIC RELATIONS (ELR) 3 Credit Hours

Capstone course requires student teams to combine research, planning and execution into a single advertising and public relations campaign developed for a real world organization.

Prerequisite: Minimum C- grade in MDJ 31002 (and MDJ 31003) or MDJ 48001 (and MDJ 48002).

Pre/corequisite: Minimum C- in MDJ 48003.

Schedule Type: Project or Capstone

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

MDJ 41395 SELECTED TOPICS IN ADVERTISING AND PUBLIC RELATIONS 1-3 Credit Hours

(Repeatable for credit) Selected topics of interest in advertising and public relations not covered in depth in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: Advertising major (or minor) or public relations major (or minor).

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

MDJ 43034 ADVANCED CINEMATOGRAPHY 3 Credit Hours

This course is designed to build upon the basic methodologies learned in Digital Cinematography. The class will provide a unique opportunity to deepen and advance a student's experience and knowledge in the realm of cinematography, both technically and artistically, and to hone their craft and skills through producing content under the supervision of a professional cinematographer, as it relates to producing content for film, documentaries, online and television broadcast.

Prerequisite: MDJ 33043.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 43035 ADVANCED MULTIMEDIA NEWS 3 Credit Hours

In this course, students will participate in telling stories from the surrounding communities in Northeast Ohio. Students will have the opportunity to produce a variety of multimedia content including, video, photo, data visualizations, text, social media stories, live and studio shows. This multimedia content will be distributed online, for television and on social media platforms. Students will increase their skills in one or more areas and will be challenged to expand their skills as well. Though not required, students are encouraged to take MDJ 46003, before taking this course.

Prerequisite: MDJ 26007 or MDJ 26008 with a minimum C- grade; and junior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 43395 SELECTED TOPICS IN DIGITAL MEDIA PRODUCTION 1-3 Credit Hours

(Repeatable for credit) Selected topics of interest in digital media production not covered in depth in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: Digital Media Production major or minor.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

MDJ 44036 ADVANCED VIDEO EDITING 3 Credit Hours

In this class, students analyze and assemble dramatic scenes under a variety of conditions and narrative strategies. Editing theories, techniques and procedures, issues of continuity, effects, movement and sound are examined as they relate to the fundamentals of cinematic montage and visual storytelling. This class presents a variety of topics and experiences that are designed to broaden the student's understanding of the art of cinematic storytelling and montage. By the end of the course, students will know how to use Adobe Premiere Pro (CC) to edit their own videos. They will know the software well enough to apply similar techniques and concepts to other Non-Linear Editing systems. The course will also teach students the important role editing plays in telling a story visually as well as broaden their ability to edit their own projects inside and outside of school.

Prerequisite: MDJ 30036.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

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 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 other digital production.

Prerequisite: Minimum C- grade in MDJ 30036.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

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 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.

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: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 46003 PRODUCING TELEVISION NEWS 3 Credit Hours

This course will introduce students to the theory and practice of producing television news and information programs. Students will learn the news philosophies behind pacing, flow, news values and story selection, as well as the finer points of writing for a visual medium like television.

Prerequisite: MDJ 26001 or MDJ 20011 with a minimum C- grade.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 46009 REPORTING PUBLIC POLICY 3 Credit Hours

(Slashed with MDJ 56009) Students in this course will learn how to report on all areas of public affairs and societal issues such as, education, government, crime, social justice, and equality. Students will gain an understanding of how government works, and how policy decisions disproportionately affect the population. This course builds on preceding coursework by introducing students to more advanced reporting techniques including explorations of data and visualization tools.

Prerequisite: MDJ 26007 or MDJ 26008 with a minimum C-grade.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

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.

Prerequisite: Minimum C- grade in MDJ 20004 or MDJ 23004 or MDJ 26001.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 46021 ADVANCED MAGAZINE WRITING 3 Credit Hours

(Slashed with MDJ 56021) Great writing comes to us in many ways, just as magazines do now. No longer confined to the printed page, magazine-style writing has found a home in digital environments where the word counts are unlimited and the shareability infinite. Magazines are created for targeted (not general) audiences who want their magazines to inform, amaze, delight, challenge, inspire, connect, surprise and entertain them. We will read instructive magazine-style journalism from the past and present and study its structures, methods and styles. You will produce writing destined for magazines and other outlets that publish original, deeply reported journalism. Though not required, it is recommended that students take MDJ 36018 prior to taking this course.

Prerequisite: MDJ 26007 or MDJ 26008 with a minimum C- grade; and junior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 46030 AUDIO STORYTELLING AND PODCASTING II 3 Credit Hours

In this course, students will take the technical and practical skills mastered in Audio Storytelling and Podcasting I to develop and execute a long-form, narrative podcast. Students will learn how to produce a multi-episodic podcast through one-on-one meetings and edits with the instructor and classmates. Students will also learn the ins and outs of the podcast industry, from consumer behavior and industry trends to publishing, promoting and distributing the podcast.

Prerequisite: Minimum C- grade in MDJ 36020.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

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.

Prerequisite: MDJ 20011 with a minimum C- grade.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 46395 SELECTED TOPICS IN JOURNALISM 1-3 Credit Hours

(Repeatable for credit) Selected topics of interest in journalism not covered in depth in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: Journalism major or minor.

Schedule Type: Lecture

Contact Hours: 1-3 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) Strategic planning and tactical preparation of materials for use by the news media and for use by an organization's publics via owned media. The course explores the media relations function, including media monitoring, factual organizational storytelling and informal spokesperson training, along with analyzing the uses and limitations of traditional, digital and social media in public relations practice.

Prerequisite: Minimum C- grade in MDJ 26007 or MDJ 26008; and minimum C- in MDJ 38002.

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.

Pre/corequisite: Minimum C- grade MDJ 38002.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 48003 DIGITAL PUBLIC RELATIONS AND SOCIAL MEDIA 3 Credit Hours

(Slashed with MDJ 58003) Explores the basic concepts behind the theory, strategic planning, design and creation of effective websites, blogs, videos, podcasts, and social media. Students study and apply hands-on skills using a full range of digital techniques including search engine optimization, web accessibility, user experience and writing for online audiences.

Prerequisite: Minimum C- grade in MDJ 20008 and MDJ 31007 and MDJ 38002.

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.

Prerequisite: Minimum C- grade in MDJ 48001 and MDJ 48002.

Pre/corequisite: Minimum C- grade in MDJ 48003.

Schedule Type: Project or Capstone, Seminar

Contact Hours: 3 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

MDJ 49099 PRODUCTION II (ELR) 3 Credit Hours

In this course, each student will bring together the creative, technical, and project management skills they acquired in prior coursework to conceive, produce, and edit a senior capstone video or multimedia project. Students are encouraged to share their finished work with faculty, peers and external audiences such as film festivals.

Prerequisite: A minimum C- grade in MDJ 34140; and senior standing.

Schedule Type: Project or Capstone

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

MDJ 50006 LAW OF MEDIA AND JOURNALISM 3 Credit Hours

(Slashed with MDJ 40006) This course will help students understand how the law affects media and its practitioners, identify legal issues and apply knowledge to specific situations likely confronted by working professionals, and give students an appreciation of the history and role that the First Amendment and other protections for free expression play in a diverse American society.

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 50017 MEDIA ENTERPRISE 3 Credit Hours

(Slashed with MDJ 40017) This course will expose students to the business side of the media industry by exploring management issues unique to media organizations and the impact of those issues on the organization's structure, economics and employees. Students will also study the process of monetizing and distributing multimedia content to targeted audiences through various delivery streams. Students will apply entrepreneurial thinking as they explore the importance of promotion, branding and social media in today's media marketplace.

Prerequisite: 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 50027 RACE, GENDER, CLASS AND DIS/ABILITY IN MEDIA INDUSTRIES 3 Credit Hours

(Slashed with MDJ 40027) To introduce students to the many facets of diversity in media through the eyes and perspectives of practitioners and audiences. This class takes a critical survey of messages directed at specific members of the mass audience and how these messages help shape the culture through historical, legal, economic, political, social and artistic influences. Media institutions are examined in terms of how and why diverse content is produced and distributed. Special attention is paid to increasing students' level of media literacy by examining these messages.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 50037 SCRIPTWRITING FOR VIDEO AND FILM 3 Credit Hours

(Slashed with MDJ 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 MEDIA AND JOURNALISM 1-3 Credit Hours

(Repeatable for credit) (Slashed with MDJ 40295) Selected topics of special interest not covered in depth in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: Media and journalism major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

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 other digital production.

Prerequisite: Graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 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 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: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

MDJ 56009 REPORTING PUBLIC POLICY 3 Credit Hours

(Slashed with MDJ 46009) Students in this course will learn how to report on all areas of public affairs and societal issues such as, education, government, crime, social justice and equality. Students will gain an understanding of how government works and how policy decisions disproportionately affect the population. This course builds on preceding coursework by introducing students to more advanced reporting techniques including explorations of data and visualization tools.

Prerequisite: Graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

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: 2 lecture, 2 lab

Grade Mode: Standard Letter

MDJ 56021 ADVANCED MAGAZINE WRITING 3 Credit Hours
(Slashed with MDJ 46021) Great writing comes to us in many ways, just as magazines do now. No longer confined to the printed page, magazine-style writing has found a home in digital environments where the word counts are unlimited and the shareability infinite. Magazines are created for targeted (not general) audiences who want their magazines to inform, amaze, delight, challenge, inspire, connect, surprise and entertain them. We will read instructive magazine-style journalism from the past and present and study its structures, methods and styles. You will produce writing destined for magazines and other outlets that publish original, deeply reported journalism.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

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 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) Strategic planning and tactical preparation of materials for use by the news media and for use by an organization's publics via owned media. The course explores the media relations function, including media monitoring, factual organizational storytelling and informal spokesperson training, along with analyzing the uses and limitations of traditional, digital 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 AND SOCIAL MEDIA 3 Credit Hours
(Slashed with MDJ 48003) Explores the basic concepts behind the theory, strategic planning, design and creation of effective websites, blogs, videos, podcasts, and social media. Students study and apply hands-on skills using a full range of digital techniques including search engine optimization, web accessibility, user experience and 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 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 MEDIA THEORY 3 Credit Hours
(Slashed with MDJ 80001) Introduction to media theory, with emphasis on the process and effects of media and journalism.

Prerequisite: Graduate standing.

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 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 60011 THEORY AND SOCIETAL ROLE OF MEDIA AND JOURNALISM 3 Credit Hours

(Slashed with MDJ 80011) "Social role" of media is not about social media. It is about the role of media in contemporary society. The two concepts are not the same. Instead of Tweeting and Facebooking, this course covers the historical and political roles of the media: responsibility to society through roles the media exhibit. Terms like gatekeeping, literacy, leadership and enabling citizen involvement are rooted in social responsibility and will be the focus in this course about how to empower the youth of today – who are the leaders of tomorrow – with media tools and ideas that best fulfill the historical and future roles society most needs.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 60012 MEDIA LAW AND ETHICS 3 Credit Hours

(Slashed with MDJ 80012) In this course, students will develop an understanding of the rule of law and the American judicial system; origins of the First Amendment; First Amendment theory; the special case of scholastic journalism; Categories of speech; Censorship; Libel; Privacy; Information gathering; Social norms and the law; Intellectual property; Regulation of advertising and broadcasting; Theories of ethical decision making; Ethical decision-making tools.

Prerequisite: 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: 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 60096 INDIVIDUAL INVESTIGATION IN MEDIA AND JOURNALISM 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 IN MEDIA AND JOURNALISM 1-3 Credit Hours

(Repeatable for credit) Study of selected topics of special interest in media and journalism not covered in depth in existing courses; offered as resources permit.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Seminar

Contact Hours: 1-3 other

Grade Mode: Standard Letter-IP

MDJ 60196 READINGS IN MEDIA AND JOURNALISM 1-3 Credit Hours

(Repeatable for credit) Students pursue course of readings approved by instructor to cover a subject specialty in media and journalism 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: Graduate standing; and special approval.

Schedule Type: Laboratory

Contact Hours: 1-3 lab

Grade Mode: Standard Letter

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

In this course, students learn that an adviser should advise, not edit or create content, and in learning this, students will discern the difference between the roles of adviser and student editor. Students will create sample forms, such as advertising contracts and beat sheets; develop a staff manual; and construct an editorial policy that values students' right to make content decisions. They will also cover the challenges of dealing with other stakeholders, especially school administrators.

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

This course is the foundation of all content for student media and shifts the emphasis of writing from creating for a teacher to creating for an audience. Focus will be on news values and how these values guide much of what and how journalists produce; news gathering using both live and print sources; coaching, editing and revising to meet the needs and wants of the audience.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 66092 INTERNSHIP IN MEDIA AND JOURNALISM 1-3 Credit Hours

(Repeatable for credit) Experience in a department or company involving supervised professional responsibilities in media and journalism.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Practical Experience

Contact Hours: 1-3 other

Grade Mode: Standard Letter-IP

MDJ 67067 TEACHING MEDIA LITERACY 3 Credit Hours

This course explores the foundations of media literacy, pedagogical applications in the journalism classroom, and its place among concomitant literacies (specifically media and information literacy). By emphasizing the importance of quality information, exploring changes and challenges to the news industry, and advocating for a critical consumer approach to news media, this course prepares journalism educators to better meet the needs of students in a digital world.

Students in the course will also develop curriculum and lesson materials in media literacy topics for their own current and future classroom use.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

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 MEDIA CONTENT CREATION 3 Credit Hours

Introduction to recognizing and producing some of the basic linear and non-linear journalistic multimedia tools used for content creation, including audio, video and still images.

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.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 80001 MEDIA THEORY 3 Credit Hours

(Slashed with MDJ 60001) Introduction to media theory with emphasis on the process and effects of media and journalism.

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 80011 THEORY AND SOCIETAL ROLE OF MEDIA AND JOURNALISM 3 Credit Hours

(Slashed with MDJ 60011) "Social role" of media is not about social media. It is about the role of media in contemporary society. The two concepts are not the same. Instead of Tweeting and Facebooking, this course covers the historical and political roles of the media: responsibility to society through roles the media exhibit. Terms like gatekeeping, literacy, leadership and enabling citizen involvement are rooted in social responsibility and will be the focus in this course about how to empower the youth of today – who are the leaders of tomorrow – with media tools and ideas that best fulfill the historical and future roles society most needs.

Prerequisite: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MDJ 80012 MEDIA LAW AND ETHICS 3 Credit Hours

(Slashed with MDJ 60012) In this course, students will develop an understanding of the rule of law and the American judicial system; origins of the First Amendment; First Amendment theory; the special case of scholastic journalism; categories of speech; censorship; libel; privacy; information gathering; social norms and the law; intellectual property; regulation of advertising and broadcasting; theories of ethical decision making; ethical decision-making tools.

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