

COMMUNICATION BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Program Overview

Current students in the School of Journalism and Mass Communication (SJMC), who are within three semesters of graduation and having difficulties aligning their educational goals with any of our on-campus majors, may petition to pursue a Communication major. The proposed Communication major should be distinctive from current on-campus majors, while consisting of courses that meet the minimum Communication major requirements and support the student's future professional goals.

All petitions must be submitted prior to the first day of class for their last semester. Students will be given a decision within five business days of submitting their complete Communication Major Petition.

Degree Requirements

- Meet all requirements of the Drake Curriculum
- Maintain a 2.0 grade point average during the first 30 credit hours
- Maintain a 2.25 grade point average at Drake after the 30th credit hour
- Maintain a 2.25 grade point average in SJMC course work after the 30th credit hour
- A minimum of 15 upper-level SJMC credit hours

Students should work with their advisers to ensure selection of courses best-suited to their educational and career objectives. Please see Graduation Requirements and Regulations sections of the catalog for additional information.

Communication Major Requirements

Code	Title	Hours
JMC 030	MASS MEDIA IN A GLOBAL SOCIETY	3
JMC 031	MULTIMEDIA LAB	1
JMC 040	PRE-PROFESSIONAL WORKSHOP	1
JMC 041	FINANCE FUNDAMENTALS FOR COMMUNICATION PROFESSIONALS	1
JMC 054	REPORTING AND WRITING PRINCIPLES	3
JMC 055	DIGITAL MEDIA STRATEGIES	3
JMC 058	FOUNDATIONS OF VISUAL COMMUNICATION	3
or JMC 059	VISUAL COMMUNICATION METHODS	
JMC 104	COMMUNICATION LAW AND ETHICS	3
Select a minimum of one course from each SJMC curriculum focus area:		12
Writing and Creation		
Multimedia Skills		
Research and Analytics		
Strategy and Execution		
Select one of the following capstone experiences: ¹		3
JMC 145	ADVERTISING CAMPAIGN CAPSTONE	
JMC 146	PUBLIC RELATIONS CAMPAIGN STRATEGY	

JMC 147	STRATEGIC POLITICAL COMMUNICATION CAPSTONE	
JMC 159	ONLINE COMMUNICATION CAPSTONE	
JMC 172	JOURNALISM CAPSTONE	
SJMC Electives		11
JMC Total Credit Hours		44
Total Hours		120

¹ Pre-reqs for the coordinating capstone are required

In addition to programmatic requirements, students are responsible for satisfying all requirements of the Drake Curriculum (<https://catalog.drake.edu/archive/2024-2025/undergraduate/academic-information/drake-curriculum/>), including Areas of Inquiry (AOI)

Student must also satisfy university graduation requirements (<https://catalog.drake.edu/archive/2024-2025/undergraduate/academic-information/graduation-requirements/>) for all undergraduate students..