

MAGAZINE AND BRAND MEDIA BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Program Overview

The magazine and brand media major prepares students to be magazine writers, editors and creative directors for print and online publications. As part of their coursework, students:

- Write magazine articles for consumer, trade and organization magazines.
- Work as staff members for the nationally award-winning Think magazine, Urban Plains digital magazine, and other titles and websites published through the E.T. Meredith Center for Magazine Studies.
- Produce a business plan and design for a magazine prototype of their own.

Unique to Drake: Drake is one of the few private, liberal arts colleges to provide a full four-year sequence for magazines. Many magazine and brand media majors also work outside of classes on the nationally award-winning Drake Magazine.

Accredited by the Accrediting Council on Education in Journalism and Mass Communication, Drake is among 115 accredited programs worldwide. To earn accreditation, schools meet 9 standards, which address such issues as class size, diversity, student services and curriculum. Accreditation reviews occur every 6 years. Drake's program has been continuously accredited, most recently in 2016.

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

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.

Magazine and Brand Media Major Requirements

Required courses for the Magazine and Brand Media major are as follows:

Code	Title	Hours
School of Journalism and Mass Communication Core Courses		
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 104	COMMUNICATION LAW AND ETHICS	3

Area of Concentration

All SJMC majors must complete a 21-credit block of courses not offered within the SJMC. ¹

Magazine and Brand Media Major Courses

JMC 057	VIDEO PRODUCTION	3
JMC 058	FOUNDATIONS OF VISUAL COMMUNICATION	3
JMC 070	MEDIA EDITING	3

Select one of the following:

JMC 105	WEB CONTENT AND DEVELOPMENT	3
JMC 195	APP DESIGN AND DEVELOPMENT	3
JMC 119	BRAND MEDIA PLANNING	3
JMC 172	JOURNALISM CAPSTONE	3

Upper-Level JMC Writing Elective

Select three of the following:

JMC 103	STATEHOUSE REPORTING	3
JMC 120	MAGAZINE FREELANCE WRITING	3
JMC 161	ADVANCED MAGAZINE STAFF WRTG	3
JMC 168	ADVANCED REPORTING	3
JMC 173	REPORTING FOR TELEVISION AND THE WEB	3
JMC 176	TRAVEL JOUR: CULT, CONT, CUIS	3
JMC 177	ADVANCED AUDIO STORYTELLING	3

JMC Electives (advisor approval) 2

JMC Total Credit Hours 44

Total Hours 120

¹ This block must be approved by the student's adviser and dean. At least 12 of these credits must be in courses numbered 100 or higher. Courses taken to satisfy requirements in other areas may also count toward this requirement.

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..