

MULTIMEDIA JOURNALISM BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Program Overview

As Multimedia Journalism majors, students gain knowledge and multimedia skills needed for careers in reporting, editing, management or publishing, in print and online.

Graduates work on publication staffs, in the news and production departments of other news media and agencies, in public information positions and in website editing positions.

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.

Multimedia Journalism Major Requirements

Required courses for the Multimedia Journalism major are as follows:

Code	Title	Hours
School of Journalism and Mass Communication Core		
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		21
Multimedia Journalism Major Courses		
HIST 076	US HISTORY SINCE 1877	3

JMC 057	VIDEO PRODUCTION	3
JMC 058	FOUNDATIONS OF VISUAL COMMUNICATION	3
JMC 070	MEDIA EDITING	3
JMC 100	ELECTRONIC FIELD PRODUCTION	3
JMC 103	STATEHOUSE REPORTING	3
Select one of the following:		3
JMC 105	WEB CONTENT AND DEVELOPMENT	
JMC 195	APP DESIGN AND DEVELOPMENT	
JMC 172	JOURNALISM CAPSTONE	3
Upper-Level JMC Writing Elective		
Select two of the following:		6
JMC 120	MAGAZINE FREELANCE WRITING	
JMC 161	ADVANCED MAGAZINE STAFF WRTG	
JMC 168	ADVANCED REPORTING	
JMC 173	REPORTING FOR TELEVISION AND THE WEB	
JMC 176	TRAVEL JOUR: CULT, CONT, CUIS	
JMC 177	ADVANCED AUDIO STORYTELLING	
JMC Electives - select with advisor		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..