

STRATEGIC POLITICAL COMMUNICATION BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Program Overview

Strategic Political Communication majors gain the skills to communicate effectively within and through a complex media environment, enabling them to pursue a career in advocacy, political campaigns, government relations and related fields.

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.

Strategic Political Communication Major Requirements

Required courses for the Strategic Political Communication 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		21
Strategic Political Communication Major Courses		
JMC 058	FOUNDATIONS OF VISUAL COMMUNICATION	3
JMC 085	PUBLIC RELATIONS PRINCIPLES	3

JMC 088	INTRODUCTION TO STRATEGIC POLITICAL COMMUNICATION	3
JMC 123	PUBLIC RELATIONS WRITING	3
JMC 138	PUBLIC AFFAIRS AND ADVOCACY	3
JMC 131	POLITICAL CAMPAIGN MANAGEMENT	3
JMC 147	STRATEGIC POLITICAL COMMUNICATION CAPSTONE	3
POLS 116	THE MEDIA IN MODERN POLITICS	3
Any 100 Level POLS course (advisor approval required)		3
Select one of the following:		3
POLS 110	METHODS IN POLITICS	
SOC 159	METHODS OF SOCIAL RESEARCH	
ENG 138	ARGUMENTATION AND ADVOCACY	
STAT 050	STATISTICS FOR THE SOCIAL SCIENCES	
STAT 071	STATISTICS I	
Select one of the following:		3
SCSR 128		
PHIL 090	ETHICS	
PHIL 091	CONTEMPORARY ETHICAL PROBLEMS	
JMC Electives		8
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..