

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Drake's School of Journalism and Mass Communication strives to educate tomorrow's leaders in the exciting world of journalism and mass communication. Graduates have mastered basic skills common to all media: writing, gathering information and effectively communicating information to others. They work around the world in a variety of professions that involve planning, message or program production, publication and evaluation. The school welcomes students from other Drake majors who want to take a class or two to sharpen their critical thinking skills as media consumers.

The program is based on a series of core competencies that students are expected to have.

Students should be able to:

- Apply the principles and laws of freedom of speech and press, in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Effectively and correctly apply basic numerical and statistical concepts.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.
- Take ownership of their own academic experience.
- Be engaged with the community: the university, the local community and professional groups.
- Cope and thrive in the workplace.

The Drake University School of Journalism and Mass Communication awards the Bachelor of Arts in Journalism and Mass Communication degree. The school is accredited by the Accrediting Council on Education in Journalism and Mass Communications. In all its programs, the school is committed to a philosophy of professional education that emphasizes liberal arts studies.

College Vision Statement

The Drake School of Journalism and Mass Communication provides professional experience in a media-rich environment and professional mentors for life.

College Mission Statement

Drake's School of Journalism and Mass Communication strives to educate strategic, global thinkers with diverse media and communication skills and a solid ethical underpinning who are prepared to respond to a rapidly changing media environment.

- Advertising (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/advertising/>)
 - Advertising Bachelor of Arts in Journalism and Mass Communication (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/advertising/advertising-bajmc/>)
 - Advertising Minor (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/advertising/advertising-minor/>)
- Certificates (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/certificates/>)
 - Corporate Public Relations Certificate (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/certificates/corporate-public-relations-certificate/>)
 - Global and Cultural Communication Certificate (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/certificates/global-cultural-communication-certificate/>)
 - Nonprofit and Advocacy Communication Certificate (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/certificates/nonprofit-advocacy-communication-certificate/>)
- Communication (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/communication/>)
 - Communication Bachelor of Arts in Journalism and Mass Communication (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/communication/communication-bajmc/>)
- Digital Communication (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/digital-communication/>)
 - Digital Communication Bachelor of Arts in Journalism and Mass Communication (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/digital-communication/digital-communication-bajmc/>)
- Digital Media Production (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/digital-media-production/>)
 - Digital Media Production Bachelor of Arts in Journalism and Mass Communication (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/digital-media-production/digital-media-production-bajmc/>)
- Journalism Law 3+3 (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/journalism-law-33/>)
 - Journalism Law 3+3 (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/journalism-law-33/journalism-law-3-3/>)

- Magazine and Brand Media (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/magazine-brand-media/>)
 - Magazine and Brand Media Bachelor of Arts in Journalism and Mass Communication (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/magazine-brand-media/magazine-brand-media-bajmc/>)
 - Magazine and Brand Media Minor (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/magazine-brand-media/magazine-brand-media-minor/>)
- Multimedia Journalism (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/multimedia-journalism/>)
 - Multimedia Journalism Bachelor of Arts in Journalism and Mass Communication (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/multimedia-journalism/multimedia-journalism-bajmc/>)
- Public Relations (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/public-relations/>)
 - Public Relations Bachelor of Arts in Journalism and Mass Communication (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/public-relations/public-relations-bajmc/>)
- Strategic Political Communication (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/strategic-political-communication/>)
 - Strategic Political Communication Bachelor of Arts in Journalism and Mass Communication (<https://catalog.drake.edu/archive/2024-2025/undergraduate/journalism-mass-communication/areas-study/strategic-political-communication/strategic-political-communication-bajmc/>)