

# JOURNALISM (JMC)

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## JMC 0-- JMC LOWER LEVEL ELECTIVE. (1-10 Credits)

Lower Level Coursework in Journalism

**Level:** Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Transfer

**Schedule type(s):** Lecture

**Area(s) of Inquiry:** None

## JMC 1-- JMC UPPER LEVEL ELECTIVE. (1-10 Credits)

Upper Level Coursework in Journalism

**Level:** Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Transfer

**Schedule type(s):** Lecture

**Area(s) of Inquiry:** None

## JMC 2-- JMC-GRAD ELECT. (1-10 Credits)

Graduate Level Coursework in Journalism

**Level:** Graduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Transfer

**Schedule type(s):** Lecture

**Area(s) of Inquiry:** None

## JMC 030. MASS MEDIA IN A GLOBAL SOCIETY. (3 Credits)

Introduction to the role and functions of mass media in an increasingly global society. Survey of newspapers, magazines, books, radio-television, advertising, public relations, digital media and the Web. Seeks to foster an understanding of how media either facilitate or inhibit understanding of various racial, cultural and gender issues. Students will critically analyze a variety of media and their messages, focusing on explicit and implicit messages about race, gender and ethnicity. Appreciate the role of mass media, both historical and contemporary, in a global society. Fall semester reserved for entering first year SJMC majors.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Graduate level students may **not** enroll.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** Information Literacy

## JMC 031. MULTIMEDIA LAB. (1 Credit)

Introduction to multimedia communication; lab component of JMC 030.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** JMC 030

**Restrictions:**

Enrollment is limited to students with an major in Advertising, Digital Media Production, Magazine Media, Multimedia Journalism, News, Communication/Undeclared, Undeclared, Public Relations or Strategic Political Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Web Instructed

**Area(s) of Inquiry:** None

## JMC 040. PRE-PROFESSIONAL WORKSHOP. (1 Credit)

This workshop-style short course is designed to introduce journalism and mass communication students early in their college careers to the professional environment. This course will advise and coach students in the tools and best practice techniques for acquiring jobs and internships including evaluating their skills, abilities and defining their personal brand. The course is required of all JMC majors and should be completed during the sophomore year.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment limited to students in the Journalism & Mass Comm college.

**Primary grade mode:** Credit/No Credit

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

## JMC 041. FINANCE FUNDAMENTALS FOR COMMUNICATION PROFESSIONALS. (1 Credit)

This one-credit course provides an introduction to basic business principles and terminology for non-business majors, with an emphasis on communications professionals. Topics include fundamentals of business organizations; reading and interpreting business financial statements; investment basics; understanding economic indicators; writing a business plan, and basic applied math. Must be sophomore classification Offered: Fall and Spring First time offered: Fall 2016

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Lecture/Lab Combo, Web Instructed

**Area(s) of Inquiry:** None

## JMC 054. REPORTING AND WRITING PRINCIPLES. (3 Credits)

Information evaluation, fact-gathering methods and journalism writing style, with extensive practice. For SJMC majors and minors only.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Lecture/Lab Combo, Web Instructed

**Area(s) of Inquiry:** Written Communication

**JMC 055. DIGITAL MEDIA STRATEGIES. (3 Credits)**

Digital technology is constantly evolving. And while the web has grown into a hub of innovation, and social media has allowed the world to communicate in new ways, it's extremely difficult to attract and retain a loyal audience across a bevy of digital platforms. The noise can be deafening. Digital Strategies will introduce students to the tools and best practices to cut through the din. Students will understand how to grow, engage and maintain a digital audience, creating effective native social content and email newsletters while also using analytics to drive and adapt a multi-platform plan. Students will also delve into the complexities of Search Engine Optimization (SEO), data journalism, and data visualization, as well as investigate the latest tech advances popping in Silicon Valley, on the Silicon Prairie, and from the world at large. Offered Fall and Spring. First time offered: Spring 2016

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 057. VIDEO PRODUCTION. (3 Credits)**

Video is pervasive in society, utilized to inform, persuade and entertain. This studio production class explores the process of planning and producing live and edited video content for television and digital distribution. Students will develop skills in the aesthetic of sight, sound and motion, as well as the flexibility to adapt to ever-changing technology in the industry. A collection of individual and group projects lead to a live, 30-minute program produced at the end of the semester. Prereq: JMC 031."

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 031

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 058. FOUNDATIONS OF VISUAL COMMUNICATION. (3 Credits)**

Survey of visual communications, including basic page/screen design, type and typography, color, illustrations, and concepts. Each topic is approached both analytically and aesthetically. Laptop required (minimum: i3 processor, 4 gigs of ram, 200 gigs of free storage space, Wireless N.) subscription to the Creative Suite.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** Artistic Literacy

**JMC 059. VISUAL COMMUNICATION METHODS. (3 Credits)**

Introduction to Visual Communication helps students master the fundamental principles of good design, color, balance and contrast using different media to convey a message. Photography, print, and web will be explored. Instruction on using digital cameras, PhotoShop, InDesign and other softwares will illustrate the elements of design and communication for each medium. For SJMC majors and minors only.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 031

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Advertising, Advertising, Digital Media Production, Communication/Undeclared or Undeclared.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** Artistic Literacy

**JMC 060. INDEPENDENT STUDY. (1-3 Credits)**

Intensive independent study or activity, faculty-supervised or special group seminar. Restricted to juniors and seniors with superior grades. Pre-req.: Consent of adviser, instructor, and dean

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Web Instructed

**Area(s) of Inquiry:** None

**JMC 065. SOCIAL MEDIA STRATEGIES. (3 Credits)**

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** Information Literacy

**JMC 066. MEDIA RESPONSIBILITY OVER TIME. (3 Credits)**

This course examines the ways in which mass media have influenced and shaped U.S. culture and seeks to foster an understanding of how media either facilitate or inhibit understanding of various racial, cultural and sexual issues endemic to American society. Students will critically analyze a variety of media—books, films, magazines, newspapers, broadcasting, and cable—and their messages, focusing on explicit and implicit messages about race, gender and ethnicity. Sophomore status.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Students with a classification of Freshman may **not** enroll.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** Engaged Citizen

**JMC 067. DIGITAL AUDIO WRITING AND PRODUCTION. (3 Credits)**

This hands-on course focuses on both the technical and aesthetic properties of audio production and scripting. Students will gain a solid understanding of storytelling with sound as it applies to all aspects of media and film production. Writing styles and conventions for audio will be applied in the production of podcasts and content on The Dog at Drake, the university's streaming radio station.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 070. MEDIA EDITING. (3 Credits)**

Editing for newspapers, magazines and websites. Heavy emphasis on grammar, usage and Associated Press style. Also includes editing for accuracy, organization, structure, clarity, cultural sensitivity and fairness; headline and outline writing; coaching writers; and law and ethics. Prerequisite: JMC 54.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 054

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 073. AUDIO NEWS REPORTING AND EDITING. (3 Credits)**

Reporting and producing radio news stories and newscasts for traditional and Web audiences. Restriction: Must be junior status Prerequisite: JMC 31, JMC 98

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Web Instructed

**Area(s) of Inquiry:** None

**JMC 075. DIGITAL PHOTOGRAPHY. (3 Credits)**

Photographic storytelling involves both art and technology. In this hands-on class, students will develop their understanding of the aesthetic and technical properties of digital photography, with an emphasis on how these qualities impact communication through imagery. Topics include lenses and light, sensors and file formats, depth of field and perspective, image processing and editing, and the history and ethics of photography. Digital manipulation of images through the use of programs like Adobe Photoshop Creative Cloud will be used extensively

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 076. ADVERTISING PRINCIPLES. (3 Credits)**

People encounter thousands of advertisements daily, whether they're watching their favorite influencer's latest video on TikTok or seeing billboards on their drive home from school. This course introduces students to the sociocultural role of advertising and the process of creating advertising as a marketing communication tool. Students will critically engage with issues of consumer behavior, ethics, and promotion in advertising materials through the creation of their own advertising campaign.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** Critical Thinking

**JMC 080. FOUNDATIONS OF STRATEGIC COMM. (3 Credits)**

This course explores the role of communication in today's organizations. Students will develop an appreciation for and understanding of the critical thinking, research, planning and communication skills necessary for successful strategic communication campaigns. Using the current media environment as a foundation, students will learn the strategies and tools needed to successfully advocate on behalf of a client, utilize a database of millions of records of consumer demographics and buying behaviors to plan and execute an integrated campaign, and acquire a solid foundation in the basic theories and concepts of communication, persuasion, motivation and learning which are integral parts in the success of engaging diverse audiences. Students will also analyze the implications of ethical communication practice in a diverse society and will understand the different skills required to build a successful career in communication fields.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Communication.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Web Instructed

**Area(s) of Inquiry:** None

**JMC 085. PUBLIC RELATIONS PRINCIPLES. (3 Credits)**

This course explores the role of public relations in today's organizations. Students will develop an appreciation for and understanding of the critical thinking, research, planning and communication skills necessary for the effective practice of public relations. Students will acquire a solid foundation in the basic theories and concepts of communication, persuasion, motivation and learning which are integral parts in the success of public relations and in engaging people. Prereq.: Sophomore standing

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** Engaged Citizen

**JMC 087. ADV REPORTING PRINT & AUDIO. (3 Credits)**

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Communication.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Web Instructed

**Area(s) of Inquiry:** None

**JMC 088. INTRODUCTION TO STRATEGIC POLITICAL COMMUNICATION. (3 Credits)**

This course will provide an introduction to the practical understanding and application of modern strategic political communication in candidate and issues campaigns. Using the current media environment as a foundation, students will learn the strategies and tools needed to successfully advocate on behalf of a client in the political context. Students will also analyze the implications of ethical political campaign communication practice in a diverse society, and will understand the different careers in which political communication skills will be required, and how those skills vary depending on audience, client, and venue. Coursework includes the original assessment of communication strategies employed in a contemporary political campaign, ballot initiative, or issue.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** Engaged Citizen

**JMC 099. SPECIAL TOPICS. (1-3 Credits)**

Occasional lower-division courses offered on special topics not otherwise covered in the journalism curriculum. Courses may meet for part or all of a semester. Class number up to three credits overall. Course number repeatable with different topic.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 100. ELECTRONIC FIELD PRODUCTION. (3 Credits)**

This single-camera field production course allows students to enhance their skills in videography, post-production editing and audio recording while capturing content on location. Content will be created for a variety of purposes – such as news/sports, strategic content and music video – and for a variety of digital platforms, with a focus on telling compelling visual stories.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 054 and JMC 057

**Corequisite(s):** None

**Restrictions:**

Students with a classification of Freshman or Sophomore may **not** enroll.

Enrollment is limited to students with an area(s) of study in Digital Media Production, Magazine Media, Multimedia Journalism or News.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture

**Area(s) of Inquiry:** None

**JMC 103. STATEHOUSE REPORTING. (3 Credits)**

This course will instruct students how to pitch, report and write legislative stories. Students will explore the daily operations of the legislative process, current legislative news coverage, and expand coverage on topics which have public impact. Students will also learn about the principles of public affairs reporting including open meetings and open records laws and strategies for covering government operations. Students will produce a series of stories that will enhance their reporting skills and ensure an understanding of covering the legislative process. Additionally, they will engage in news analysis and critiques of other news outlets' legislative reporting. Students will leave with a foundation in understanding and engaging with the legislative process and how to apply this knowledge in careers related to policy, governance, advocacy and media.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Students with a classification of Freshman or Sophomore may **not** enroll.

Enrollment is limited to students with an major in Magazine & Brand Media, Magazine Media or Multimedia Journalism.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** Information Literacy

**JMC 104. COMMUNICATION LAW AND ETHICS. (3 Credits)**

Press freedom, ethics, social responsibility, pressures and problems; legal limitations, including libel, privacy, intellectual property and obscenity. Must be Junior Status. Not open to first-year students or sophomores.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Students with a classification of Freshman or Sophomore may **not** enroll.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** Values and Ethics

**JMC 105. WEB CONTENT AND DEVELOPMENT. (3 Credits)**

Advanced course that includes in-depth work with search engine optimization, web analytics, content development for web, WordPress CMS, and current trends in web development and web content. Students will research and develop web content using web analytics and applying SEO best practices. Students also will learn to write HTML and CSS.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 055

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 107. PERSUASIVE WRITING. (3 Credits)**

Students in this course will practice writing for paid, earned, shared and owned channels. Audience differentiation, media and creative strategy are all considered. Emphasis is on concept development, persuasive writing and execution, culminating in a professional portfolio presentation.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Communication.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Web Instructed

**Area(s) of Inquiry:** None

**JMC 108. MEDIA CRITICISM. (3 Credits)**

This course emphasizes critical thinking and analyses about media content and its effects. A variety of theories and methods will be applied to critically analyze the historical and contemporary media. The course will focus on television, film, internet, advertising, and other emerging media of mass communication and culture.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 109. INTERNSHIP. (0-3 Credits)**

Supervised work experience in journalism and mass communication. May be repeated, but not more than three credit hours may be counted toward a degree. Application forms must be completed and approved before the work experience begins. Prereq.: Consent of adviser, instructor and dean.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter with IP

**Schedule type(s):** Independent Study, Web Instructed

**Area(s) of Inquiry:** None

**JMC 110. STATE CAPITOL EXPERIENCE. (3 Credits)**

This semester-long, on-the-ground experience provides students with an opportunity to experience state government and legislative work in a contextualized and guided way. Students selected for this program intern in a state governmental office or legislative office at the state complex during the spring semester. Internship opportunities include work with constitutional offices, state legislative caucus offices, the executive branch, and serving as legislative clerks. In order to maximize learning opportunities, students will gather weekly for guided conversations with faculty and each other about state legislative process, history, communication strategy evaluation, professionalism, career opportunities, and more. Evaluation will include conversations with individual supervisors and the faculty member.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Law, Politics & Society, Politics, Public Relations or Strategic Political Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 113. CONSUMER CULTURE. (3 Credits)**

To successfully communicate a strategic message, you need to understand the audience as people with wants and needs living in specific social contexts. This course examines the sociocultural and psychological factors that influence how people make decisions and questions how marketing communicators may gain insights into audiences. Students will learn theories of consumer behavior, develop audience research skills, and become familiar with introductory media planning.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 076

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Advertising or Advertising.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 114. ADVANCED VIDEO PRODUCTION. (3 Credits)**

The course focuses on producing non-news content for traditional broadcast, the web, and new media applications. Techniques of advanced production, including HD camera operation, multichannel sound, editing, lighting and directing will be emphasized. Pre-req: JMC 067 OR JMC 063 and Senior standing

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 100

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None



**JMC 116. DOCUMENTARY PRODUCTION. (3 Credits)**

Long-form documentary storytelling and production, including story conception and planning, reporting and interviewing, video and audio gathering and editing, lighting, and video graphics. Pre-requisite: JMC 063.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 063

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Web Instructed

**Area(s) of Inquiry:** None

**JMC 117. MEDIA ANALYTICS AND INSIGHTS. (3 Credits)**

A common adage of advertising states that "half of all advertising dollars are wasted, it's just unclear which half." Because of this issue, data and analytics have become a primary way of understanding effective marketing communication, whether that communication is paid or organic. This course teaches students to read, calculate, and analyze analytics in order to make data-driven decisions in the planning, execution, and evaluation of strategic messaging for traditional and digital media. Offered every other fall.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 113 and MKTG 101 (may be taken concurrently)

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 118. MEREDITH APPRENTICESHIP. (1-3 Credits)**

Students are selected by magazine faculty for this program yearly, based on academic achievement, performance in professional coursework, background in specialized topics, and extra-curricular activities. OPEN TO AND REQUIRED ONLY OF APPRENTICES, TAKEN IN THE JUNIOR OR SENIOR YEAR.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an major in Magazines.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 119. BRAND MEDIA PLANNING. (3 Credits)**

Overview of the magazine industry includes its history, ethics, and social influence, including racial, ethnic and other demographic shifts; market considerations such as advertising, audience research, circulation, marketing, and ancillary revenue; and editorial philosophies and formulas, design principles, and production. Students put concepts to practical use in detailed business plan, including 5-year budget and 18-page prototype for a magazine they create. Prereqs: JMC 59; JMC 70 or JMC 91.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 054

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Magazine & Brand Media, Magazine Media or Multimedia Journalism.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 120. MAGAZINE FREELANCE WRITING. (3 Credits)**

Article writing for specifically targeted media outlets, from print magazines to consumer websites. Includes intensive editing of student work in and outside of class; critiques and analyses of professional work; and strategies on targeting and pitching of potential outlets. Students research, write and rewrite multiple pieces, from profiles to features, essays to reviews. Prereq: JMC 070, 091

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 091

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an major in Magazine & Brand Media, Magazine Media or Multimedia Journalism.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 123. PUBLIC RELATIONS WRITING. (3 Credits)**

Objective and persuasive writing for print, broadcast and social media and internal communication channels. Prereq: JMC 54 and JMC 085

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 054 and (JMC 135 or JMC 085)

**Corequisite(s):** None

**Restrictions:**

Students cannot enroll who have a major in Public Relations or Strategic Political Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Lecture/Lab Combo, Web Instructed

**Area(s) of Inquiry:** Written Communication

**JMC 124. ADVERTISING COPY AND CONTENT. (3 Credits)**

Advertising has a reputation for being competitive but fun, with many of those perceptions growing from the creative process. In this content creation course, students will explore that process, diving into the intersection of creativity and strategy as they develop advertising messaging for clients such as The Rook Room, Des Moines Refugee Support and the Iowa Health Care Association. The impact of audience differentiation, brand positioning and media options are considered while working on creative messaging. Emphasis is on concept development, persuasive appeals, visualization and execution of the work, culminating in the presentation of a writing portfolio at the end of the semester.

Prereq.: JMC 054

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 054

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Advertising, Advertising or Digital Media Production.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** Written Communication

**JMC 128. GENERATIVE AI THEORY AND PRACTICE. (3 Credits)**

This interdisciplinary course offers a comprehensive exploration of generative AI, blending perspectives from artificial intelligence and digital media. This course will provide students with a balanced approach to understanding and applying generative AI technologies across various modalities, including text, images, audio, and video. Over the span of the semester, students will dive into the foundational theories behind generative AI, its practical applications, and the ethical considerations surrounding its use. Through lectures, case studies, and collaborative projects, students will develop a nuanced understanding of how generative AI is transforming industries, particularly in media and communication. This course is ideal for students interested in the intersection of technology and communication, providing them with the tools and knowledge to leverage generative AI in creative, ethical, and impactful ways.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 131. POLITICAL CAMPAIGN MANAGEMENT. (3 Credits)**

Political Campaign Management will engage students in the process of electing candidates to local, state, and federal offices. Campaigns don't rest solely on the candidate themselves – they're truly collaborative efforts that rely on storytelling, strategy, messaging, targeting, and voter engagement to win elections. In other words, without a good campaign, it's pretty tough to elect even the best candidate. In this course, we will examine the strategy and implement of the four primary components of political campaigns: political, field, communications, and finance. Tactics like digital, GOTV, opposition research, and relational organizing are among the specific elements we'll discuss. The class will include expert guest lectures on a variety of topics and will provide a well-rounded overview and practical application strategies for campaigns at all levels.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Advertising, Advertising, Law, Politics & Society, Digital Media Production, Magazine Media, Multimedia Journalism, News, Undeclared, Politics, Public Relations or Strategic Political Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 136. PUBLIC RELATIONS RESEARCH. (3 Credits)**

This course builds upon basic research skills gained in previous PR coursework and is designed to prepare public relations students with both knowledge of and practice in appropriate research skills used in the public relations profession. While original, high-quality research will be expected, the emphasis of this class is on the development of sound research method design and the strategic decisions behind implementation. Pre-req: JMC 085 and JMC 123

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 123

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Lecture/Lab Combo, Web Instructed

**Area(s) of Inquiry:** None

**JMC 137. APPLIED COMMUNICATION RESEARCH. (3 Credits)**

This course builds upon the introductory concepts of research, strategic planning and advertising media planning to prepare students with both knowledge of and practice in appropriate research skills used in the profession. While original, high-quality research will be expected, the emphasis of this class is on the development of sound research method design and the strategic decisions behind implementation.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an major in Communication.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Web Instructed

**Area(s) of Inquiry:** None

**JMC 138. PUBLIC AFFAIRS AND ADVOCACY. (3 Credits)**

This course examines the key skills required for work in government relations or public affairs in corporate and nonprofit settings, at the local, state, and national levels. This includes: the fundamentals of the lobbyist/client/ legislator relationship and how professionals can effectively communicate with the many audiences involved in the process; the development and implementation of effective advocacy strategies and campaigns in the public policy arena; and ways to affect regulatory/policy changes on behalf of organizations.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Strategic Political Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 139. ADVERTISING RESEARCH & PLANNING. (3 Credits)**

Before a campaign's messaging can be solidified, advertisers first need to understand an organization, its situation, and its audience. Students will conduct market research for a client to help them overcome client-specific challenges. This course is the first half of the advertising capstone experience. Past clients include: The Des Moines Menace, Pella Windows and Station One Records. Prereq: JMC 040, 113, 124, Marketing 101.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 040 and JMC 113 and JMC 124 and MKTG 101

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 141. ADVANCED STRATEGIC MESSAGING. (3 Credits)**

Strategy is at the root of effective advertising and brand communication. The best creative messaging comes from a strong understanding of what will be resonant and relevant to a desired target market. From that understanding, students will develop and refine strategies for clients such as The Broadcast Education Association, United Way of Central Iowa and The Des Moines Community Playhouse, then write and produce cohesive, creative campaigns for those clients. A professional portfolio is presented at the end of the semester. Offered every other fall. Prereq: JMC 057, 059, 124, and co-req MKTG 101."

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 057 and JMC 059 and JMC 124 and MKTG 101 (may be taken concurrently)

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 143. PUBLIC RELATIONS PLANNING AND MANAGEMENT. (3 Credits)**

This course explores the role of strategic planning and issues management in public relations, helping you gain essential skills you will need to thrive as a practitioner. You will learn how to identify and assess the ways in which emerging issues may affect public relations practice, and design and defend a comprehensive public relations plan on behalf of a community partner. Throughout the course, we will strive to balance proactive and reactive (i.e. crisis) strategies. Prereq.: JMC 059 & JMC 123

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 059 and JMC 123

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 144. CASES IN ETHICAL PUBLIC RELATIONS PRACTICE. (3 Credits)**

This course is designed to prepare public relations students through both instruction and practice to execute professional-level thinking, analysis, writing and presentation skills needed for successful public relations campaign management. Pre-requisite: JMC 085 and JMC 123

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 143

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 145. ADVERTISING CAMPAIGN CAPSTONE. (3 Credits)**

Student agencies analyze marketing problems and research to develop and pitch advertising campaigns to a client. Drawing from data-driven insights, students will plan and execute an advertising campaign with emphasis on audience-focused strategies, media selections, and creative executions. Past clients include Nissan, DuPont Pioneer and Tone's Spices.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 057 and JMC 059 and JMC 139 and (JMC 117 or JMC 141)

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 146. PUBLIC RELATIONS CAMPAIGN STRATEGY. (3 Credits)**

Planning and executing a major public relations campaign through the fact-finding, planning, communicating and evaluation stages. Class teams simulate competitive counseling firms. Pre-requisite: JMC 040, 123, and 143.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 123 and JMC 143 and JMC 040

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None



**JMC 147. STRATEGIC POLITICAL COMMUNICATION CAPSTONE. (3 Credits)**

This capstone experience will require students to put their coursework into action in a meaningful and applicable way. Students will spend a semester studying a real-world issue or client. This study will include the identification of a key public policy challenge facing the organization or issue - through interviews with policymakers, activists, and professionals - creating a full environmental scan of the challenge and its obstacles and opportunities. Students will then develop a comprehensive strategic political communication plan, including objectives for different communications channels, message development, and key audience analysis and recommendations. In cooperation with the professor, students will then present research findings and recommendations to a representative of the issue or organization. pre-req: JMC 088 and JMC 138

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 149. STRATEGIC COMM PLANNING. (3 Credits)**

This course explores the role of strategic planning in communication, helping students gain essential skills needed in the workplace. Students design and defend a comprehensive strategic plan and build a professional portfolio.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Communication.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Web Instructed

**Area(s) of Inquiry:** None

**JMC 150. EDITING AND MOTION GRAPHICS. (3 Credits)**

This course will enhance students' editing skills, and introduce them to the world of motion graphics. It combines lectures, discussions, and hands-on work in covering the technical, theoretical, and aesthetic factors involved in the post-production process. Students will be exposed to different styles of editing, and ultimately be able to create and cultivate their own editing skills and styles, and make professional video composites.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 100

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an major in Digital Media Production.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 151. ADVANCED STRATEGIC COMMUNICATION. (3 Credits)**

This course explores advanced writing and producing of strategic messages for all media that are part of the integrated communication mix, including print, digital and traditional broadcast. Students focus on cohesive strategies of written and visual communication by creating appropriate communication solutions for client-based projects. A professional portfolio is created at the end of the semester.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Communication.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Web Instructed

**Area(s) of Inquiry:** None

**JMC 153. BUSINESS UNUSUAL. (3 Credits)**

The terms "social responsibility" and "sustainability" have become buzzwords in business and public relations. However, many consider such efforts to be inauthentic, as corporations, brands, and nonprofit entities continue to employ these terms to achieve their calculated business ends. Students will critically engage with current discussions surrounding these issues and examine relationships among for-profit and nonprofit organizations and their stakeholders with regard to social responsibility and sustainability. Particular focus shall be afforded impact on people, planet, and profit. The notion of brand responsibility (as opposed to corporate social responsibility) will be examined, and students will explore how authenticity, courage, and commitment to social good relate to contemporary stakeholder engagement and branding.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 154. GLOBAL BRAND STRATEGY. (3 Credits)**

This course introduces students to the opportunities, challenges and trends in developing and implementing branding and promotional campaigns targeted at multicultural and international audiences. The course features a fine balance between the practical and theoretical concepts that brand communicators must consider, if they are to effectively engage with global publics. We will examine some principles and basic concepts in global branding; cultural dimensions, cultural universals and specific values and their likely influences on international and cross-cultural branding and communication efforts; global consumer behavior; culture and the global promotional campaigns; and global media strategy. Students will be organized into "branding agencies" and tackle global brand development and communication challenges. You will examine relevant theoretical approaches associated with grasping brand communication planning decisions within multicultural contexts, and analyze some best practices in global branding strategies.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 155. MEDIA RELATIONS. (3 Credits)**

In this course, students will learn about the news cycle, design effective media messages, create newsworthy story ideas, and examine and develop media pitches that deliver.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 157. EFFECTIVE FUNDRAISING & DVPMT. (3 Credits)**

This class examines various fundraising principles, models, and approaches. The course provides an overview of a wide range of topics in fundraising, philanthropy, and development, including the history, philosophy, the ethics and legalities of development; building the case, goal-setting, priorities, timelines, leadership, making the ask and communication; and creating strategic and operational plans based on organizational goals. Students will discuss solicitation techniques and various roles and responsibilities of a professional fundraiser/member of a fundraising team, motivations of various donors, sources of funds, data management, and effective donor relations/communication.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 159. ONLINE COMMUNICATION CAPSTONE. (3 Credits)**

This capstone experience will require students to put their coursework into action in a meaningful way. In this final course of the online communication major, students will apply their learning from throughout the program to a specific communication or public policy issue or produce a digital publication, including all editorial, multimedia, design, production, marketing, promotion and distribution activities.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Communication.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Web Instructed

**Area(s) of Inquiry:** None

**JMC 160. SPECIAL PROJECTS AND INDEPENDENT STUDY. (1-6 Credits)**

Intensive independent study or activity, faculty-supervised or special group seminar. Restricted to juniors and seniors with superior grades. Prereq.: Consent of adviser, instructor and dean.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Students with a classification of Freshman or Sophomore may **not** enroll.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 161. ADVANCED MAGAZINE STAFF WRTG. (3 Credits)**

Professional approach to writing as part of a magazine staff includes story pitches, interviewing, research, writing, peer editing, rewriting, fact-checking, proofreading. Students identify an audience and develop an editorial philosophy and formula to serve that audience. Article writing includes briefs, blogging, profile, travel, features and multimedia production. Prereq: JMC 054

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 054

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 162. EVENT PLANNING AND MANAGEMENT. (1 Credit)**

This course will introduce students to the event management process, including strategic planning, budgeting, event design, logistics and evaluation.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 164. CRISIS COMM & ISSUES MGMT. (1-3 Credits)**

According to the Institute for Crisis Management, more than 80% of all crises could have (should have!) been predicted. In this course, students will learn how to identify and plan for potential issues, manage through a crisis with simulations, and develop repair strategies after a crisis occurs.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 165. FINANCIAL COMM & INVESTOR REL. (1 Credit)**

Financial Communications and Investor Relations Without Tears  
This course helps students to learn about the flow of information in financial markets. Employing a managerial/decision-making/problem-solving perspective, we will cover key factors that impact financial communication and investor relations, including an understanding of interested parties in financial statements; types of published financial reports; and the target publics in investor relations and financial communication, including investors, analysts and the financial/economic media and the kinds of information they seek. We will discuss the importance of strategic positioning and corporate visibility, key messaging, and credibility in financial markets and investor relations. You will understand and analyze various financial statements, based on your application and interpretation of diverse accounting rates, measures and ratios. You will examine communication around Initial Public Offerings (IPO's), Mergers and Acquisitions (M&As), Accounting Restatements, Activist Investors, Short Attacks, etc. You will also develop meaningful messages using financial metrics to help inform employees, executives and the investing public.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 166. LEADING WITH EFFECTIVE COMM. (1 Credit)**

Strong and ethical leadership communication is necessary for groups, teams and organizations, and the public to achieve shared goals. This course examines how leaders can use their words, attitudes, and actions to foster trust, respect, and openness. Several leadership approaches will be explored, with special emphasis on the theory and practice of authentic leadership.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 167. POLLS & PUBLIC OPINION IN COMM. (1 Credit)**

Polls and Public Opinion in Communications Research This course explores the role of public opinion in today's media, business, and political landscapes. Students will develop an understanding of the theory and methods of public opinion polling as well as apply skills for evaluating poll design and results. The course examines how effective surveys and questionnaires are designed, and how to select appropriate methods to minimize bias and produce reliable results.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 168. ADVANCED REPORTING. (3 Credits)**

This is an intensive, hands-on, real-world reporting and writing course that will nudge you off Tik Tok and beef up the basic skills you learned in JMC 054. The point here isn't teaching but learning. That means you'll learn by doing, by making mistakes, by considering new ideas, by exchanging feedback with your classmates and instructor and, above all, by being curious. Sometimes the room will feel more like a newsroom, where the instructor plays the part of an assignment editor and the students will stand in for reporters. Expectations will rise as the semester proceeds, so let's get busy.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 054

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Magazine & Brand Media, Magazine Media or Multimedia Journalism.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 169. DATA AND VISUAL STORYTELLING. (1 Credit)**

This course explores how to visualize and present data to tell a compelling story. It includes an introduction to basic data-design concepts and tools; hands-on practice designing effective visualizations; and strategy for use of data visuals in presentations, apps, marketing materials, editorial content, etc.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 170. PRINCIPLES OF CUSTOMER RELTNS. (1 Credit)**

Principles of Customer Relations This course prepares students to understand the growing importance of customer relations in effective public relations and organizational success. This course deals with why and how organizations must reach out and meaningfully engage with customers at every touchpoint, including consequences of poor customer relations. Students will develop a working knowledge of the principles and best practices for managing customer relationships that result in unsolicited positive word of mouth, repeat purchases, referrals, engendering brand support, and a host of relationship benefits. You will cover the customer engagement cycle and how to develop and implement effective customer engagement campaigns. You will also examine best practices and critical success factors in customer relations strategies and tactics, including brochures, organizational magazines, mobile app; evaluate customer touchpoints and their requirements, and measure the customer relations effort.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 172. JOURNALISM CAPSTONE. (3 Credits)**

Senior journalism capstone in which Magazine Media, News, and Digital Media Production students collaborate as a professional staff to produce a web publication, including all editorial, multimedia, design, production, marketing, promotion and distribution activities. Pre-requisites: For all four majors: JMC 040. For Magazine Media majors: JMC 55 70, 119, 120 and senior status For News majors: JMC 55, 103, and senior status For DMP majors: JMC 55, 105, and 114, 115, OR 116, and senior status

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 040

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an major in Broadcast News, Magazines, Digital Media Production, Magazine Media, News, News/Internet or Radio-Television.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Lecture/Lab Combo, Web Instructed

**Area(s) of Inquiry:** None

**JMC 173. REPORTING FOR TELEVISION AND THE WEB. (3 Credits)**

This course focuses on reporting public affairs, particularly governmental, for news programs sponsored by the School of Journalism and Mass Communication. Prerequisite: JMC 063 or JMC 100.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 063 or JMC 100

**Corequisite(s):** None

**Restrictions:**

Students with a classification of Freshman or Sophomore may **not** enroll.

Enrollment is limited to students with an area(s) of study in Advertising, Digital Media Production, Magazine & Brand Media, Magazine Media, Multimedia Journalism, News, Public Relations or Strategic Political Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 174. INTERNAL COMMUNICATIONS MGMT. (1 Credit)**

Students in this course will examine best practices in managing internal communication to achieve an organization's goals, including leadership communication, top-down communication (management to employee communication), bottom-up (employee to leader communication) and peer-to-peer communication. Students will develop portfolio materials that showcase their internal communications skills across multiple channels.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 175. BLDG A DIV & EQUIT FUTURE PR. (1 Credit)**

Building a More Diverse and Equitable Future in PR Diversity, equity, and inclusion (DEI) have been a major topic of conversation across communication industries in recent years. This class provides an introduction to conversations about DEI within the field of public relations, examining how DEI is being discussed within the broader context of corporate social responsibility, employed within campaigns, and how different understandings of DEI foster different forms of engagement with publics. Students will discuss approaches to DEI, analyze local and national data about DEI in PR, and critique DEI-based PR campaigns.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Corporate Public Relations, Global/Multicultural Comm or Nonprofit/Advocacy Comm.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 176. TRAVEL JOUR: CULT, CONT, CUIS. (3 Credits)**

This course will teach you how to research, report, write, and pitch travel stories, which often include elements of good food writing. You'll study current forms in magazines and online outlets and research the specialties of travel brands. You'll regularly practice immersive or sensory writing, read stories and advice from top writers, produce polished travel pieces from short-form tips to long-form features, then learn how to write pitch letters to editors to sell stories like them. Over the course of the semester, you'll hone your craft and reporting skills, build an understanding of how to inject critical judgement and cultural context into a story, and test your ability to write in brand-specific tone—all from our home base (no travel necessary). You'll leave the class with an understanding of the specifics of niche writing and the tools to build a freelance career.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 054

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to students with an area(s) of study in Magazine & Brand Media, Magazine Media or Multimedia Journalism.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 177. ADVANCED AUDIO STORYTELLING. (3 Credits)**

"Gather round and let me tell you a tale." One of the oldest forms of storytelling continues to endure, thanks to changes in technology and the persistent human need for stories that help us make sense of our world and its politics, people, and places. In this class, you'll further develop your storytelling and journalism skills by building production-ready narratives for audio.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None



**JMC 178. SPORTS, PUBLICITY, & PROMOTION. (3 Credits)**

This course delves into the practical applications of sports communications, publicity, and promotions within the realm of strategic communications. It equips students with the skills and knowledge necessary to excel in the dynamic field of sports publicity and promotions. This class focuses on the relationship between media members and communications/public relations professionals across different tiers of sports, including amateur, collegiate and professional levels. Students will gain a deep understanding of sports publicity as both a strategic and tactical approach and sports promotions as a means to enhance awareness and engage diverse audiences. The course offers a comprehensive examination of the communications landscape within the sports industry, covering fundamental concepts, empirical practices, relevant case studies, and hands-on activities. Students in this course will explore a wide range of sports communication topics, including storytelling, crisis management in sports, working with collegiate, individual, and team sports, harnessing the power of social media, and strategies for promoting sports on a global scale. Through a blend of theoretical knowledge and practical application, students will be well-prepared for future careers in sports communications. The course includes engaging activities such as mock crisis management simulations, individual and team projects for sports clients, interviews with sports professionals and application assignments to reinforce classroom insights.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**JMC 194. DIGITAL MEDIA PRODUCTION CAPSTONE. (3 Credits)**

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 040 and JMC 055 and JMC 105 and JMC 059 and JMC 124 and (JMC 114 or JMC 116)

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture

**Area(s) of Inquiry:** None

**JMC 195. APP DESIGN AND DEVELOPMENT. (3 Credits)**

This interdisciplinary, team-taught course focuses on the strategic design and development of mobile applications for Android devices. Integrating students from journalism, graphic design and computer science, this course is designed to promote collaborative learning and to simulate a professional environment. You will become versed in the application ecosystem, user experience design, and audience development through firsthand experience in short exercises and more extensive projects while also honing your communication, critical thinking, and problem-solving skills.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 055

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** Critical Thinking

**JMC 199. SPECIAL TOPICS. (0-3 Credits)**

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** JMC 059 and JMC 054

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lab, Lecture, Off-campus catalog credit, Web Instructed

**Area(s) of Inquiry:** None