CONTENT STRATEGY & PUBLISHING 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.

Content Strategy & Publishing Major Requirements

Required courses for the Content Strategy & Publishing 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
Content Strategy & Publishing Major Courses		
JMC 057	VIDEO PRODUCTION	3
JMC 058	FOUNDATIONS OF VISUAL COMMUNICATION	3
JMC 070	MEDIA EDITING	3
JMC 113	CONSUMER CULTURE	3
Select one of the following:		3
JMC 105	WEB CONTENT AND DEVELOPMENT	
JMC 195	APP DESIGN AND DEVELOPMENT	
JMC 119	BRAND MEDIA PLANNING	3
JMC 172	JOURNALISM CAPSTONE	3
Upper-Level JMC Writing Elective		
Select two of the following:		
JMC 103	STATEHOUSE REPORTING	
JMC 112	SPORTS REPORTING	
JMC 120	MAGAZINE FREELANCE WRITING	
JMC 161	PUBLISHING, PLATFORM, & ANALYTICS	
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 (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/undergraduate/academic-information/drake-curriculum/), including Areas of Inquiry (AOI).

Student must also satisfy university graduation requirements (https://catalog.drake.edu/undergraduate/academic-information/graduation-requirements/) for all undergraduate students.