

CONTENT STRATEGY & PUBLISHING MINOR

Content Strategy & Publishing Minor Requirements

The Content Strategy & Publishing minor provides students with an overview of how to tell meaningful stories, deliver reliable information and communicate effectively with an audience. Students gain experience in basic magazine writing and editing. Students also have the opportunity to select from several courses for magazine journalists including options such as web page design, video production, and feature writing.

Required courses for the Content Strategy & Publishing minor are as follows:

Code	Title	Hours
JMC 054	REPORTING AND WRITING PRINCIPLES	3
JMC 070	MEDIA EDITING	3
JMC 104	COMMUNICATION LAW AND ETHICS	3
JMC 119	BRAND MEDIA PLANNING	3
JMC 055	DIGITAL MEDIA STRATEGIES	3
Upper-Level JMC Writing Elective		
Select two of the following:		6
JMC 103	PUBLIC AFFAIRS REPORTING	
JMC 120	MAGAZINE FREELANCE WRITING	
JMC 161	PUBLISHING, PLATFORM, & ANALYTICS	
JMC 168	ADVANCED REPORTING	
JMC 176	TRAVEL JOUR: CULT, CONT, CUIS	
JMC 177	ADVANCED AUDIO STORYTELLING	
Total Hours		21