

# **School of Journalism and Mass Communication**

## School of Journalism and Mass Communication

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### Bachelor of Science in Communication

#### Degree Program Hours: 120-124

The School of Journalism and Mass Communication is fully accredited by the Accrediting Council on Education in Journalism and Mass Communications. Only 25 percent of all Schools of Journalism and Mass Communication in the United States are fully accredited. The aim of the undergraduate communication program at the University is to prepare students who:

1. are broadly educated, demonstrated by a grasp of the liberal arts and an appreciation of the value of knowledge and learning, including exploration in some depth of a specific field of knowledge outside communication;
2. can think clearly and objectively about the complexities of the modern world, formulate concepts and effectively communicate this information to targeted audiences;
3. are proficient in the basic skills necessary to meet professional requirements at the entry level in one of the tracks offered by the school. This shall include the ability to write English to professional standards and to master the mechanics of grammar, spelling, and punctuation; and
4. understand the social, ethical, economic, philosophical, and political aspects of the communication professions in a global society.

The School offers majors in advertising, broadcast journalism, print journalism, and public relations. Approximately 30 percent of a student's course work is within the school. The purpose is to provide professional career entry skills as well as a broader understanding of

communication processes and techniques and their impact on society.

Emphasis is placed on a broad range of knowledge. In keeping with the standards required of nationally-accredited mass communication programs for graduation, all students must take a minimum of 80 semester hours outside the field of journalism and mass communication (actual number will vary by track); a minimum of 65 of those hours must be in the liberal arts.

Additionally, students will select an area of concentration outside the field of communication to pursue in depth. Advisors in the Student Services office can provide recommendations for students with particular career goals.

#### Common Prerequisite Courses and Equivalencies

Courses which form part of the statewide articulation between the State University System and the Community College System will fulfill the Lower Division Common Prerequisites.

For generic course substitutions/equivalencies for Common Program Prerequisites offered at community colleges, state colleges, or state universities, visit: <http://facts.org>. See Common Prerequisite Manual.

#### Admission to Upper Division

To be fully admitted into the upper division program, FIU undergraduates and transfer students must **complete 60 credits**, achieve the competencies of the CLAS requirement, successfully pass **MMC 3003** (Orientation to Mass Communication), and have a minimum **cumulative GPA of 3.0** (this includes all transfer work, in addition to current FIU work).

#### Petition for Waiver of GPA Requirement

Applications for a waiver of the **3.0** GPA requirements are accepted three times during the academic year (the first Monday in October, February, and May). A faculty committee reviews the applications and grants a very limited number of waivers. Simply applying for the waiver **will not** guarantee approval. **To be eligible** for the waiver application, students must have a minimum **GPA of 3.0 in their most recent 18 credit hours**. Summer grades are considered at the end of Summer C. In addition, the student must have a 2.75 cumulative GPA and meet all other admission requirements. Students must have achieved a score on the language skills test that meets the minimum score requirement in effect at the time they apply for the waiver. Students may apply for this waiver **only once**.

#### Writing Proficiency

All students in each track are expected to demonstrate proficiency in writing. Students are required to enroll in Writing Strategies for Reaching a Mass Audience (MMC 3104C) and receive a 'C' or higher. Admission to MMC 3104C requires successful completion of a language skills test, no exceptions.

MMC 3104C is the prerequisite for the majority of courses in the SJMC, be sure to complete this requirement early so as not to fall behind.

**Transfer Credit**

Transfer students may receive credit for comparable Florida state communication courses in accordance with Statute 1007.24(7) or for a maximum of six semester hours of communication courses previously taken at non-Florida state institutions with a grade of 'B' or higher in each course.

**Grade Policy**

Only grades of 'C' or higher in SJMC courses, the student's area of concentration, and other courses as required by the School shall apply for graduation. A 'C-' is unacceptable. A "P" grade is unacceptable, unless the required course is zero credits. In order to take courses, students must have completed all prerequisites for the course with a grade of 'C' or better. Any student found not to have completed the specific prerequisite requirements as stated in the catalog and the course outline will be administratively dropped if the student does not drop the course prior to the end of the drop period. Students who are late or absent on the first day of class may be dropped from high demand courses at the instructor's discretion.

**Graduation Policy**

To be eligible for graduation, a student must have a minimum **2.75** GPA in all SJMC courses as well as in the outside courses required by the program. The grade point average will be computed separately to maintain the **2.75** standard in both categories.

**Advertising**

**School Requirements: (12 credits)**

Students in the Advertising Track may choose Account Management or Creative. In addition to the individual track requirements, students must take the following school requirements:

MMC 3003	Mass Communication Orientation	0
MMC 3104C	Writing Strategies for Reaching a Mass Audience <i>(Prereq: Passing Score on Language Skills Test)</i>	3
MMC 3602	Mass Media and Society	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3002	Visual Design for Media	3

**Track Requirements: (24 credits)**

ADV 3008	Principles of Advertising	3
PUR 3000	Principles of Public Relations	3
ADV 3200	Creative Concepts <i>(Prereqs: MMC 3104C and Full Admission into Upper Division Program)</i>	3
MMC 4609	Integrated Communication Research Strategy <i>(Prereqs: MMC 3104C and Full Admission into Upper Division Program)</i>	3

**Account Management Track (Prereq: Full Admission into Upper Division Program)**

ADV 4300	Media Planning <i>(Prereq: ADV 3008, MMC 3104C)</i>	3
<b>AND</b>		
MMC 4936	Special Topics (Advertising and Public Relations) <i>(Prereqs: MMC 3104C and Full Admission into Upper Division Program)</i>	3

**OR**

<b>Creative Track (Prereqs: Grade of "B" or higher in ADV 3200 and Full Admission into Upper Division Program)</b>		
ADV 4101	Advanced Print Concepts	3
<b>AND</b>		
ADV 4103	Radio/TV Concepts	3

MMC 4410	Integrated Communication Campaigns <i>(Prereq: All tracks and school requirements except seminar and/or internship)</i>	3
MMC 4930	Integrated Communication Seminar <i>(Prereq: MMC 3104C, ADV 3008, PUR 3000, ADV 3200 or PUR 4100 and Instructor's permission)</i>	3

**One Departmental Elective From The Following: (3 credits)**

JOU 3003	Introduction to Journalism	3
MMC 4936	Special Topics (Advertising)	3
MMC 4945	Communication Internship <i>(Prereq: Faculty Advisor's Approval, Senior Standing)</i>	3
RTV 3007	Introduction to Television	3

MMC3104C must be completed (with a grade of "C" or higher) within the first two semesters of the upper division program.

**Liberal Arts Requirements: (9 credits)**

Students must select one upper division (3000-4000 level) course from each of the following subject areas:

Anthropology/Sociology	3
Psychology	3
COM 3110** Business & Professional Communication	3

\*\*If 1000/2000 speech course already taken, may take art/art history, political science, or international relations.

**Area of Concentration: (15 credits)**

In consultation with an advisor, students must elect a coherent series of five upper-division courses (15 semester hours) in a non-communication area related to their career emphasis.

**Internship**

Internships are available for advertising majors who have not yet gained experience in the field. Students who have a 3.0 GPA in School course work and meet the curricular requirements outlined in the internship packet may elect an internship in consultation with their advisors. The internship requires a minimum of 300 hours of work for 3 academic credits.

**Journalism**

**School Requirements: (12 credits)**

Students in the Journalism Track may choose Print or Broadcast. In addition to the individual track requirements, students must take the following school requirements:

MMC 3003	Mass Communication Orientation	0
MMC 3104C	Writing Strategies for Reaching a Mass Audience <i>(Prereq: Passing Score on Language)</i>	3

	<i>Skills Test)</i>	
MMC 3602	Mass Media and Society	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3002	Visual Design for Media	3

**Track Requirements: (25 credits)**

JOU 3003	Introduction to Journalism	3
JOU 3343L	Print News Workshop (Prereqs: MMC 3104C, JOU 3003, and Full Admission into Upper Division Program)	3
JOU 3121	Database and Public Records Reporting (Prereqs: MMC 3104C, JOU 3003. Coreq: JOU3343L)	3
JOU 3188	Reporting in a Multi-Ethnic Community (Coreq: JOU 3343L)	1
JOU 3117	Print News Reporting (Prereqs: JOU 3343L, successful completion of language skills exam)	3
RTV 3301	Broadcast News Reporting (Prereqs: JOU 3343L, MMC 3104C)	3

**PRINT**

(Prereq: Full Admission into Upper Division Program)

JOU 3202	Editing and Layout (Prereq: JOU 3117)	3
MMC 3250	Media Management (Prereq: MMC 3104C)	3
JOU 3300	Feature Writing (Prereqs: JOU 3117 and RTV 3301)	3
JOU 4341C	On-Line News (Prereq: JOU 3117 and RTV 3301)	3

**OR****BROADCAST**

(Prereq: Full Admission into Upper Division Program)

MMC 3250	Media Management (Prereq: MMC 3104C)	3
RTV 4320	Electronic News Gathering (Coreq: RTV 3201. Prereq or Coreq: RTV 3301, JOU 3117)	3
RTV 3201***	Videography Basics (Coreq: RTV 4320)	0
RTV 4324**	News and Public Affairs (Prereq: JOU 3117, RTV 3301, RTV 3201, RTV 4320)	3

**Elective for Print and Broadcast**

JOU 4946	Journalism Internship (Prereqs: JOU 3343L, and consent of Internship Advisor)	1
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**Liberal Arts Requirements: (9 credits)**

Students must select one upper division (3000-4000 level) course from each of the following subject areas: political science, economics, and international relations.

**Area of Concentration: (15 credits)**

Students must select a coherent series of five upper division courses (15 credits semester hours) in one of the

following non-communication areas: science, environmental, health, business, Spanish language. Other areas of concentration must be approved by the Chair.

**Public Relations****School Requirements: (12 credits)**

MMC 3003	Mass Communication Orientation	0
MMC 3104C	Writing Strategies for Reaching a Mass Audience (Prereq: Passing Score on Language Skills Test)	3
MMC 3602	Mass Media and Society	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3002	Visual Design for Media	3

**Track Requirements: (24 credits)**

PUR 3000	Principles of Public Relations	3
ADV 3008	Principles of Advertising	3
ADV 3200	Creative Concepts (Prereqs: MMC 3104C and Full Admission into Upper Division Program)	3
MMC 4609	Integrated Communication Research Strategy (Prereqs: MMC 3104C, ADV 3008 or PUR 3000, and Full Admission into Upper Division Program)	3
PUR 4100	Writing for Public Relations (Prereqs: PUR 3000, MMC 3104C and Full Admission into Upper Division Program)	3
PUR4101	Publications Editing and Design (Prereq: PUR 4100)	3
PUR 4106	Advanced Public Relations Writing (Prereq: PUR 4100)	3
MMC 4410	Integrated Communication Campaigns (Prereqs: All tracks and school requirements completed except seminar and/or internship, successful completion of language skills exam)	3

**One Departmental Electives from the Following: (3 credits)**

JOU 3003	Introduction to Journalism	3
MMC 4936	Special Topics (Public Relations)	3
MMC 4945	Communication Internship (Prereq: Faculty Advisor's Approval)	3
MMC 4930	Integrated Communication Seminar (Prereq: MMC 3104C, ADV 3008, PUR 3000, ADV 3200 or PUR 4100 and Instructor's permission)	3
RTV 3007	Introduction to Television	3

**Liberal Arts Requirements: (9 credits)**

Students must select one course from each of the following subject areas:

Economics or Sociology	3	
Psychology	3	
COM 3110**	Business & Professional Communication	3

\*\*If 1000/2000 speech course already taken, may take art/art history, political science, or international relations.

**Area of Concentration: (15 credits)**

In consultation with an advisor, the student must take 15 upper division semester hours in one area of emphasis

outside the School. These courses should relate to the student's career expectations. Several traditional areas of specialization are as follows:

Governmental public communication (public administration, international relations, criminal justice, or political science)

Corporate public relations (marketing or management)

Non-profit public relations (social sciences or marketing)

Public relations for travel and tourism (hospitality management)

These groupings do not preclude other specialized areas of interest, including modern languages and the certificate programs available in the College of Arts and Sciences.

### Internship

The internship is important for public relations majors who have not yet gained experience in the field. Students who have a 3.0 GPA in School course work and meet the curricular requirements outlined in the internship packet may select an internship in consultation with their advisors. The internship requires a minimum of 300 hours of work for three academic credits.

### Minor in Advertising

#### Required Courses: (18 credits)

Students are required to take the following three courses:

ADV 3008	Principles of Advertising	3
MMC 3104C	Writing Strategies for Reaching a Mass Audience (Prereq: Passing Score on Language Skills Test)	3
ADV 3200	Creative Concepts (Prereqs: MMC 3104C and Admission to Communication Minor)	3

Plus one of the following courses:

MMC 3602	Mass Media and Society	3
MMC 4200	Mass Communication Law and Ethics (Prereqs: MMC 3104C and Admission to Communication Minor)	3
MMC 4930	Integrated Communication Seminar (Prereqs: MMC 3104C and Admission to Communication Minor)	3

They must also choose either of the following two groups of courses for a total of 18 semester hours.

#### Group I:

ADV 4101	Advanced Print Concepts (Prereqs: MMC 3104C and Admission to Communication Minor)	3
ADV 4103	Radio/TV Concepts (Prereqs: MMC 3104C and Admission to Communication Minor)	3

#### Group II:

ADV 4300	Media Planning (Prereqs: MMC 3104C and Admission to Communication Minor)	3
MMC 4609	Integrated Communication Research Strategy (Prereqs: MMC 3104C and Admission to Communication Minor)	3

### Minor in Journalism

#### Required Courses: (19 credits)

JOU 3003	Introduction to Journalism	3
MMC 3104C	Writing Strategies for Reaching a Mass Audience (Prereq: Passing Score on Language Skills Test)	3
JOU 3343L	Print New Workshop (Prereqs: MMC 3104C and Admission to Communication Minor)	3
JOU 3188	Reporting in a Multi-Ethnic Community (Coreq: JOU3343L)	1
JOU 3117	Print News Reporting (Prereqs: JOU 3343L and Admission to Communication Minor)	3
RTV 330	Broadcast News Reporting (Prereq: JOU 3343L and Admission to Communication Minor)	3
One SJMC elective, 3000-level or above		

### Minor in Public Relations

#### Required Courses: (18 credits)

PUR 3000	Principles of Public Relations	3
MMC 3104C	Writing Strategies for Reaching a Mass Audience (Prereq: Passing Score on Language Skills Test)	3
PUR 4100	Writing for Public Relations (Prereqs: MMC 3104C and Admission to Communication Minor)	3
PUR 4106	Advanced PR Writing (Prereqs: MMC 3104C, PUR 4100 and Admission to Communication Minor)	3
PUR 4101	Publications Editing and Design (Prereqs: MMC 3104C, PUR 4100 and Admission to Communication Minor)	3

Plus one of the following courses:

MMC 3602	Mass Media and Society	3
MMC 4200	Mass Communication Law and Ethics (Prereqs: MMC 3104C and Admission to Communication Minor)	3
MMC 4930	Integrated Communication Seminar (Prereqs: MMC 3104C and Admission to Communication Minor)	3

### Minor in Mass Communication

#### Required Courses: (15 credits)

MMC 3602	Mass Media and Society	3
MMC 4200	Mass Communication Law and Ethics (Prereqs: MMC 3104C and Admission to Communication Minor)	3

Students may select two courses from those listed below:

PUR 3000	Principles of Public Relations	3
or		
ADV 3008	Principles of Advertising	3
or		
RTV 3007	Introduction to Television	3
or		
JOU 3003	Introduction to Journalism	3
and		

One three-credit elective course at the 3000 level or higher in the school. (May include one of the two remaining courses above.)

### Minor in Television

#### Required Courses: (15 credits)

MMC 3602	Mass Media and Society	3
RTV 3007	Introduction to Television	3
MMC 4200	Comm. Law & Ethics (Prereqs: MMC 3104C and Admission to Communication Minor)	3
MMC 3104	Writing Strategies (Prereq: Passing Score on Language Skills Test)	3
RTV 4101	Advanced Writing for Television (Prereqs: MMC 3104C and Admission to Communication Minor)	3
	<b>or</b>	
MMC 3250	Media Management (Prereqs: MMC 3104C and Admission to Communication Minor)	3
	<b>or</b>	
MMC 4262	New Technologies (Prereqs: MMC 3104C, RTV 3007 and Admission to Communication Minor)	3

### Certificate Programs

#### Mass Communication (18 credits)

MMC 3602	Mass Media and Society	3
MMC 4200	Mass Communication Law and Ethics	3
Select two from the following courses:		
PUR 3000 3	ADV 3008 3	
RTV 3007 3	JOU 3003 3	
Two additional courses from the SMJC (6 credits)		

#### Media Management (15 credits)

This 15 credit certificate will provide basic information about the Television Management field and provide the tools necessary to prepare students for entry level management positions.

#### Required Courses

RTV 3007	Introduction to Television	3
MMC 3250	Media Management	3
MMC 4262	New Technologies	3
MMC 4200	Mass Communication Law and Ethics	3
One additional course from the SMJC		

### Joint Certificate in Tourism Marketing Communications (18 credits)

The Joint Undergraduate Certificate in Tourism Marketing Communication is an 18-hour program offered jointly by the School of Journalism and Mass Communication and the School of Hospitality and Tourism Management. The objective of this certificate program is to prepare professionals for a communications career specifically in the tourism industry. It is also appropriate to provide tourism professionals who have gained communications responsibilities with a broad overview of the basic concepts and tasks of mass communications. Hospitality

and Tourism will waive the prerequisites for students in the certificate program, with the exception of HFT 3866.

#### Required Courses

PUR 3000	Principles of Public Relations	3
ADV 3008	Principles of Advertising	3
MMC 4936	Special Topics**	3

\*\*Special topics will be offered for non-SJMC students

#### Elective Courses

Students may choose any three of the following

HFT3718	Travel and Tourism Systems	3
HFT 3713	International Travel and Tourism	3
HFT 3509	Tourism Destination Marketing	3
HFT 3741	Planning Meetings and Conventions	3
HFT 3770	Cruise Line Operations and Management	3
HFT 4874	Role of Food Service in Tourism	3
HFT 4762	Airline Management	3
HFT 3754	Exposition and Events Management	3
HFT 4802C	Catering Management	3
HFT 3866	Wine Technology, Merchandising and Marketing (Prerequisite: Minimum age 21)	3

### Course Descriptions

#### Definition of Prefixes

ADV-Advertising; JOU-Journalism; MMC-Mass Media Communication; PUR-Public Relations; RTV-Radio-Television; VIC-Visual Communication

**ADV 3008 Principles of Advertising (3).** Comprehensive survey of basic principles and practices of advertising emphasizing creative/media strategy decision processes and historical, social, economic, and social influences.

**ADV 3200 Creative Concepts (3).** Familiarization with the creative process and creative problem solving techniques. Emphasis on group work, brainstorming and idea generation. Will formulate strategies using all communication tools.

**ADV 4101 Advanced Print Concepts (3).** Advanced copywriting and graphic design. Lab exercises focusing on concept, layout, type specification and mechanical preparation of print advertising, including outdoor and direct response. Prerequisites: ADV 3008, ADV 3200, (with a grade of "B" or better), MMC 3104C, and full admission into upper division program. (Supplies fee assessed)

**ADV 4103 Radio/TV Concepts (3).** Theory and practice of producing advertisements for radio and TV. Includes production of a radio and/or TV commercial. Prerequisites: MMC 3104C, ADV 3008, ADV 3200 (with a grade of "B" or better) and full admission into upper division program.

**ADV 4300 Media Planning (3).** Planning, execution, and control of advertising media programs. Emphasis on characteristics of the media, buying and selling processes, and methods and techniques used in campaign planning. Prerequisites: ADV 3008, MMC 3104C, and full admission into upper division program.

**JOU 3003 Introduction to Journalism (3).** Study and analytical discussion of the history of journalism in America, including its current practice, through intensive readings of primary historical sources as well as broad, direct exposure to current news sources.

**JOU 3117 News Reporting (3).** Instruction in learning to ask relevant, appropriate and substantial questions for both print and broadcast on online media. Prerequisites: JOU 3343L and full admission into upper division program. (Supplies fee assessed)

**JOU 3121 Database and Public Records Reporting (3).** This is a course designed to provide students with the hands on, practical experience of reporting on complex issues involving multiple sources using spreadsheets and databases as an integral part of the reporting process. Students also learn how to gain access to public records, documents and databases. Prerequisites: MMC 3104C JOU 3003. Corequisite: JOU 3343L.

**JOU 3188 Reporting in a Multi-Ethnic Community (1).** Learning the political, social and economic backgrounds of ethnic communities in an urban area to improve the reporting of news from those populations and neighborhoods. Corequisite: JOU 3343L.

**JOU 3202 Editing and Layout (3).** Editing news copy for accuracy and brevity, including AP style. Learning the role of news editor, including headline writing and layout. Prerequisites: MMC 3104C, JOU 3003, JOU 3343L, JOU 3117, JOU 3300. (Supplies fee assessed)

**JOU 3300 Feature Writing (3).** Writing the feature story: human interest, trends, personality profiles, sidebars, backgrounders, color. Prerequisites: JOU 3343L, JOU 3117, RTV 3301, and full admission into the upper division program.

**JOU 3312 Specialty Journalism (1).** Seminars in such topics as investigative, political, business, sports, or minority reporting, and editorials and commentary. Must be taken three times. Prerequisite: JOU 3003.

**JOU 3314 Environmental Journalism: Communicating Environmental Issues in South Florida (3).** This course is designed to bring science, the environment and journalism together, so that students from a variety of disciplines can develop news stories about issues regarding the environment.

**JOU 3343L Print News Workshop (3).** The course teaches the fundamentals of reporting news stories and of writing news stories. Prerequisites: MMC 3104C, JOU 3003, and full admission into upper division program, or admission to journalism minor. (Supplies fee assessed).

**JOU 4101 In-Depth Reporting (3).** Advanced instruction and practice in researching, reporting and writing a variety of complex news stories. Prerequisites: JOU 3343L, JOU 3117, RTV 3301. (Supplies fee assessed)

**JOU 4208 Magazine Editing and Production (3).** Develops skill in writing, editing and design, and a knowledge of planning, typography and graphics. Attention is given to developing formats, selecting copy, photos, graphics, and type. Prerequisites: MMC 3104C, and full admission into upper division program.

**JOU 4341C On-line News (3).** Conceptualizing and producing an on-line publication with major emphasis on editing copy for language, logic and content. Production also includes working on layout, photography, and streaming video and audio. Prerequisites: JOU 3117 and RTV 3301.

**JOU 4701 Business, Ethics and Journalism (1-3).** Examination and discussion of case studies involving ethical dilemmas caused by pressures from the business side of print and broadcast journalism on working reporters and editors. Real world problems are brought into the classroom discussion to prepare students for the kind of problems they will almost certainly face in their news careers. Prerequisites: MMC 3104C and full admission into upper division program.

**JOU 4946 Journalism Internship (1).** On-the-job learning at selected and approved news organization, such as wire services, newspapers, magazines, radio and TV stations. Prerequisites: JOU 3343L and consent of internship advisor. Course may be repeated, but no more than 3 credits will be rewarded. Corequisites: RTV 4323 or RTV 4324.

**JOU 5806 Student Media Advising (3).** Designed to assist teachers and advisers of journalism at the high school and junior college level, this course emphasizes the technical aspects of producing student newspapers, yearbooks, and magazines, as well as the legal and ethical considerations facing today's adviser. In addition, attention is given to matters pertaining to curriculum and methodology for effective journalistic instruction.

**MMC 3003 Mass Communication Orientation (0).** A course designed to provide the students with a comprehensive overview of academic policies, procedures and requirements for matriculation and graduation from the School of Journalism and Mass Communication. This course is required for full admission into the upper division program. (Supplies fee assessed)

**MMC 3020 Grammar Workshop: Preparation for the 21st Century (2).** This course provides a much-needed pre-writing workshop for those who need a stronger introduction to language skills or for who simply want to perfect their English grammar.

**MMC 3104C Writing Strategies for Reaching a Mass Audience (3).** An advanced writing course that applies creative thinking techniques, especially in the generation of ideas for mass media presentation, as well as the careful and compelling use of language. Prerequisite: Passing score on the Language Skills Test. (Supplies fee assessed)

**MMC 3250 Media Management (3).** Introduction to media markets with emphasis on television's role in the media mix serving advertisers and end-users. Prerequisites: MMC 3104C and full admission to the upper division program, or admission to television minor.

**MMC 3602 Mass Media and Society (3).** Investigates the role of mass media and their impact on people's lives. Using all forms of media, examines the interrelationship of major communication professions and society.

**MMC 4200 Mass Communication Law and Ethics (3).** An in-depth examination of legal and ethical issues confronting professional communicators. Focus on the responsibilities and rights of communicators and the implications for a society entering the 21st century.

**MMC 4253 Advanced Media Management (3).** A senior level course dealing with case studies of media organizations. Prerequisite: MMC 3250.

**MMC 4262 New Technologies of Communication (3).** The principal emphasis is upon new technologies in the industry. Prerequisites: RTV 3007, MMC 3104C, and full admission into upper division program, or admission to television minor.

**MMC 4302 Comparative Systems of Mass Communication (3).** An examination of various national and international mass communication systems and the elements which determine the type of systems currently operating throughout the world. Prerequisites: RTV 3007, MMC 3104C, and full admission into upper division program.

**MMC 4410 Integrated Communications Campaigns (3).** Capstone course for advertising and public relations students. Students work in teams to identify a client's communication problem. They then research, strategize, design, and present a communications campaign to a client. Prerequisites: All track and school requirements except seminar and/or internship, MMC 3104C, and full admission into upper division program.

**MMC 4500 Media History (3).** Development of American media from beginnings in Europe to present day; freedom of the press and its relationships to economic, political, and social trends in society. Prerequisites: MMC 3104C and full admission into upper division program.

**MMC 4541 E-Cinema and TV Aesthetics (3).** Presentation and study of aesthetic concepts and execution of television and e-cinema. Prerequisites: MMC 3104C and full admission into upper division program. (Supplies fee assessed)

**MMC 4609 Integrated Communication Research Strategy (3).** Nature and application of research utilized in advertising and public relations. Emphasis on gathering and analyzing primary and secondary data to determine situation analysis and communication strategies. Prerequisites: MMC 3104C, ADV 3008 or PUR 3000, and full admission into upper division program, or admission to advertising minor.

**MMC 4905 Independent Study (1-3).** Specialized intensive study in an area of special interest to the student. Consent of instructor is required. (Limit of three credits).

**MMC 4930 Integrated Communication Seminar (3).** A variable topics seminar dealing with one selected area of advertising or public relations, such as multi-cultural communications, sports communication, integrated communications cases, or media relations. Prerequisites: MMC 3104C, ADV 3008, PUR 3000, and PUR 4100 or ADV 3200, and full admission into upper division program, or admission to advertising or public relations minor.

**MMC 4936 Special Topics (3).** Intensive study for groups of students of a particular topic or limited number of topics, not otherwise offered in the curriculum. Prerequisites: MMC 3104C and full admission into upper division program.

**MMC 4940 Media Practicum (0-3).** Structured field-work experience in media environment.

**MMC 4945 Communication Internship (3).** On-the-job learning in activity at selected and approved organizations. Will include newspapers, magazines, radio and TV stations, agencies, and non-profit organizations. Prerequisite: Permission of the advisor.

**MMC 5207 Ethical and Legal Foundations of the Student Press (3).** Examines ethical and legal foundations underlying the operation of the student press on American campuses, stressing both rights and responsibilities and how to organize publications to protect both.

**MMC 5440 Applied Research Methods in the Mass Media (3).** An advanced course in the acquisition and use of secondary data, including media data, as well as the design, execution and utilization of research studies. Students will conduct an original proprietary study. Prerequisites: STA 1013 or equivalent and permission of the instructor.

**MMC 5932 Special Topics Seminar (3).** A variable topic seminar dealing with issues of interest to the community. Examples are rights of high school journalists, cable TV, the use of mini-computers in creative communication.

**PUR 3000 Principles of Public Relations (3).** An introduction to the theory, history, practice, and future of public relations. A comprehensive study of the field.

**PUR 4100 Writing for Public Relations (3).** Introduction to the content, format and style of multiple public relations tools including newsletters, magazines, brochures and digital media. Emphasis on news releases, AP style and media relations. Prerequisites: PUR 3000, MMC 3104C, and full admission into upper division program. (Supplies fee assessed)

**PUR 4101 Publications Editing and Design (3).** Understanding the visual theories behind the design, editing and production of PR materials for print, broadcast and multimedia. Special attention given to the aspects of digital pre-production layouts and typography. Prerequisites: PUR 4100 and full admission into upper division program, or admission to public relations minor. (Supplies fee assessed)

**PUR 4106 Advanced PR Writing (3).** Emphasis on the strategic aspects of public relations writing and preparation of more complex vehicles, such as annual reports, policy speeches, position papers, and complex press releases/press kits. Prerequisites: PUR 4100, MMC 3104C, PUR 3000. (Supplies fee assessed)

**PUR 5406 Multi-Cultural Communications (3).** Explores the multi-cultural dimensions of communications with diverse audiences both internationally and within the United States. Prerequisite: Permission of the instructor.

**PUR 5602 Integrated Communications Proseminar (0).** Preparatory course providing guidelines and direction to graduate students completing Professional Project.

**RTV 2201 Videography Basics (0).** A seminar on the principles and practices of videography. Intended for students in the broadcast journalism track. Corequisite: RTV 4320. (Equipment fee assessed)

**RTV 3007 Introduction to Television (3).** Introduction to the history, regulation, industry structure and impact of television.

**RTV 3200 Video Studio Production (3).** Use of television studio equipment and techniques in production of programs, newcasts, documentaries, commercials, training and video productions. Introduction to basic video directing. Prerequisite or Corequisite: MMC 3104C. Prerequisite: Full admission into upper division program. (Equipment fee assessed)

**RTV 3207 Video Directing (3).** Studio directing/technical directing and related techniques used in television entertainment shows, commercials, newcasts, documentaries, training and corporate video productions. Students are expected to solve media-related problems during actual productions. Prerequisite: RTV 3260. (Equipment fee assessed)

**RTV 3260 Multimedia Production (3).** Use of ENG/EFP equipment and techniques in production of programs, news, documentaries, music videos, commercials, training and video productions on location. Emphasis on single camera techniques and editing. Prerequisite or Corequisite: MMC 3104C. Prerequisite: Full admission into upper division program. (Equipment fee assessed)

**RTV 3263 Video Post Production (3).** Advanced post production techniques using A & B rolls, complex audio mixes and their preparation and execution. Prerequisites: RTV 3260 and full admission into upper division program. (Equipment fee assessed)

**RTV 3301 Broadcast News Reporting (3).** Instruction and practice in news writing, reporting and interviewing for broadcast media. This course meets in an accelerated manner in the first half of the semester to be followed by Electronic News Gathering RTV 4320 for those students wishing to pursue additional training in broadcast journalism. Prerequisites: JOU 3343L and full admission into upper division program, or admission into journalism minor. (Equipment fee assessed)

**RTV 3803 Studio Management (3).** Students are introduced to basic studio language and procedures and will do research about duties of the producer, budgets and related topics. Prerequisites: MMC 3104C and full admission into upper division program.

**RTV 4101 Advanced Writing for TV (3).** Includes writing for news reporting as well as anchoring. Documentaries, commercials and public service spots. Public affairs programs. Intros, outs and bridges for a variety of programs. Prerequisites: MMC 3104C and full admission into upper division program, or admission to television minor. (Supplies fee assessed)

**RTV 4202 Videography Advanced (3).** Advanced techniques in single camera production, field lighting and sound recording. Advanced techniques using non-linear editor. Prerequisites: RTV 3263, RTV 3207 and full admission to upper division program. (Equipment fee assessed)

**RTV 4206C Advanced Video Production Workshop (3).** Advanced course where students will be expected to use all the knowledge about television production received in the track. Students produce and perhaps direct programs for broadcast/cablecast. Prerequisite: RTV 3263. Corequisites: RTV 4202 and full admission to upper division program. (Supplies fee assessed)

**RTV 4320 Electronic News Gathering (3).** An introduction to the real world of television news. This course is designed to teach students to plan, write and execute electronic news productions from concept to finished product. This course meets in an accelerated manner in the second half of the semester following Broadcast News Reporting RTV 3301. Corequisite: RTV 2201. Corequisites or Prerequisites: RTV 3301, JOU 3117 and full admission into upper division program. (Equipment fee assessed)

**RTV 4323 Documentary Production (3).** Advanced laboratory and field work to produce, report, write and edit documentaries for television. Prerequisites: JOU 3117, RTV 3301. (Supplies fee assessed)

**RTV 4324 News and Public Affairs (3).** Advanced instruction in public affairs reporting for television. Students will report, write, produce and edit hard and feature news stories in standard package and long format. Prerequisites: RTV 4320 and full admission into upper division program. (Equipment fee assessed)

**RTV 4800 Station Operation (3).** Advanced production course. Students learn production and operation for a television station. Students will be assigned programs to produce for broadcast/cablecast. Prerequisites: RTV 4101, RTV 3263, and RTV 3207.

**RTV 4930C Television Programming Seminar (3).** Advanced seminar on the business, legal and ethical issues in television programming. Prerequisites: RTV 3007, MMC 3250, and full admission to the upper division program.

**RTV 4940L Television Production Internship (3).** Course provides television majors an opportunity for supervised professional experience in television production, working at television stations, production studios and other media organizations. Prerequisites: Full admission to upper division. Completion of RTV 3200, RTV 3207, RTV 3260, RTV 3263. Permission of the instructor. 3.0 GPA in SJMC courses.

**RTV 4941L Television Management Internship (3).** Course provides Television majors an opportunity for supervised professional experience in television management working at broadcast stations and other media organizations. Prerequisites: Full admission to upper division. 3.0 GPA in SJMC courses. Completion of RTV 3007, MMC 3250, and MMC 4200. Permission of the instructor. Prerequisite or Corequisite: RTV 4930.

**RTV 5801 Telecommunication Management Structures (3).** Intensive study of telecommunication management problems, theory of same, solutions of same through practical application and examination of case studies. Prerequisite: Graduate standing.

**RTV 5935 Seminar in International Comparative Broadcasting Systems (3).** Introduction to international telecommunication systems with special emphasis on broadcasting. Comparison with other countries. Prerequisites: Graduate standing or permission of the instructor.

**RTV 5936 Seminar in New Mass Communication Technologies (3).** Discussion of new communication technologies and their influence on the society. Prerequisites: Graduate standing or permission of the instructor.

**VIC 3002 Visual Design for Media (3).** An exploration of messages – combining words and visual images and their relation to content in print, broadcast, and on-line media. Prerequisites: MMC 3104C and full admission into upper division program.