

## School of Journalism and Mass Communication

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Allan Richards, *Associate Professor and Associate Dean*

Jose Alejandro Alvarado, *Associate Professor*

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Rosanna Fiske, *Associate Professor*

Robert Gutsche, Jr., *Assistant Professor*

Lillian Lodge Kopenhaver, *Professor and Dean Emeritus*

Yu Liu, *Assistant Professor*

Kate MacMillin, *Assistant Professor*

Elizabeth Marsh, *Assistant Professor*

Lilliam Martinez-Bustos, *Assistant Professor*

David Park, *Assistant Professor*

Juliet Pinto, *Assistant Professor*

Teresa Ponte, *Associate Professor and Chair for Journalism and Broadcasting*

Neil Reisner, *Associate Professor*

Sigal Segev, *Assistant Professor*

Michael Sheerin, *Assistant Professor*

Moses Shumow, *Assistant Professor*

Carlos Suris, *Senior Instructor*

Lorna Veraldi, *Associate Professor*

Mercedes Vigon, *Associate Professor*

Maria Elena Villar, *Assistant Professor*

John Virtue, *Director, International Media Center*

Weirui Wang, *Assistant Professor*

### 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, digital media studies, 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 Florida 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://www.flvc.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**, successfully pass **MMC 3003** (Mass Communication Orientation), 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 two times during the academic year (the first Monday in October and February). 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 of the majors 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 that a student scores a minimum of 70 on the Language Skills Test and passes the writing sample, no exceptions. Be sure to complete this requirement early so as not to fall behind.

MMC 3104C is the prerequisite for the majority of courses in the SJMC.

**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 Major**

**School Requirements: (15 credits)**

Students in the Advertising Major may choose Account Management or Creative. In addition to the individual major 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 3303	Global Media and Society – GL	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3400	Visual Design for Globalized Media - GL	3
RTV 3260	Multimedia Production <i>(Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3

**Advertising Major Specific 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 have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or</i>	3

MMC 4609	<i>admission to advertising minor)</i> Integrated Communication Research Strategy <i>(Prereqs: MMC 3104C, [ADV 3008 or PUR 3000], have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3
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<b>Account Management Track</b>		
ADV 4300	Media Planning <i>(Prereqs: ADV 3008, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3
<b>AND</b>		
MMC 4936	Special Topics (Advertising and Public Relations)	3

**OR**

<b>Creative Track</b> <i>(Prereq: MMC 3104C, ADV 3008, ADV 3200 [grade of "B" or better] and have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>		
ADV 4101	Advanced Print Concepts	3
<b>AND</b>		
ADV 4103	Radio/TV Concepts	3

MMC 4410	Integrated Communication Campaigns <i>(Prereqs: 7 courses in the MMC Track, completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, and (3 courses from Pub Relations or 2 courses from Creative Adv or 2 courses from Accounting Management Adv))</i>	3
MMC 4304	Strategic Communications Seminar: Hispanic Marketing Communications <i>(Prereqs: MMC 3104C, ADV 3008, PUR 3000, [ADV 3200 or PUR 4100], have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3

**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: (12 credits)**

In consultation with an advisor, students must elect a coherent series of four upper-division courses (12 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.

*completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA* 3

## Broadcast Media Major

### School Requirements: (15 credits)

MMC 3003	Mass Communication Orientation	0
MMC 3104C	Writing Strategies for Reaching a Mass Audience ( <i>Prereq: Passing score on the Language Skills Test</i> )	3
MMC 3303	Global Media and Society	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3400	Visual Design for Globalized Media	3
RTV 3260	Multimedia Production ( <i>Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	3

### Broadcast Media Major Specific Requirements: (18 credits)

#### Broadcast Journalism Track

JOU 3003	Introduction to Journalism	3
MMC 3250	Media Management ( <i>Prereqs: MMC 3104C, MMC 4200, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	3
RTV 4320	Electronic News Gathering [ <i>Prereqs: MMC 3104C, (JOU 3003 or RTV 3007), RTV 3260, VIC 3400, completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> ]	3
JOU 3117	News Reporting and Writing ( <i>Prereqs: MMC 3104C, JOU 3003, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	3
RTV 4323	Long-Format TV and Radio ( <i>Prereqs: JOU 3117, RTV 4320, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	3
RTV 4324	Broadcast News Magazine (capstone) ( <i>Prereqs: RTV 4323, completed 60 credit hours, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	3

OR

#### Television Production Track

RTV 3007	Introduction to Television	3
MMC 3250	Media Management ( <i>Prereqs: MMC 3104C, MMC 4200, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	3
RTV 4320	Electronic News Gathering [ <i>Prereqs: MMC 3104C, (JOU 3003 or RTV 3007), RTV 3260, VIC 3400, completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> ]	3
RTV 4101	Writing for Television ( <i>Prereqs: MMC 3104C, RTV 3007, have completed 60 credits, and 3.0 cumulative GPA</i> )	3
DIG 4293	Multimedia Production 2 ( <i>Prereqs: RTV 3260, RTV 4320, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	3
DIG 4552	Advanced Multimedia Production (capstone) ( <i>Prereqs: DIG 4293,</i>	

### Departmental Electives (a minimum of 6 credits required)

(Including but not limited to the following courses)

RTV 3007	Introduction to Television	3
DIG 3001	Introduction to Digital Media	3
MMC 3132	Ready for Prime Time Presentation Skills	3
MMC 4302	Social Media and Globalization ( <i>Prereq: completion of 60 credits</i> )	3
MMC 4631	Audience Analysis, Public Opinion and New Media ( <i>Prereq: completion of UCC</i> )	3
JOU 3121	Database and Computer Assisted Reporting ( <i>Prereqs: MMC 3104C, JOU 3117, JOU 3003, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	3
JOU 3188	Reporting in a Multi-Ethnic Community ( <i>Prereqs: MMC 3104C, JOU 3003, JOU 3117, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	3
MMC 4396	Special Topics or Study Abroad ( <i>Prereqs: MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	3

### Additional Elective (not mandatory) The Department Chair's consent required

RTV 4940L	Television Production Internship ( <i>Prereqs: MMC 3104C, JOU 3117, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	1-3
JOU 4946	Journalism Internship ( <i>Prereqs: MMC 3104C, JOU 3117, JOU 3003, consent of the Department Chair, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	1
JOU 3312	Specialty Internship - The Miami Herald ( <i>Prereqs: MMC 3104C, JOU 3003, JOU 3117, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, and Chair's consent</i> )	1
MMC 4945	Specialty Internship - Telemundo ( <i>Prereqs: MMC 3104C, permission of the Department Chair, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA</i> )	1

### Liberal Arts Requirement: (9 credits)

Select one (3000/4000 level) course from each of the following areas:

Political Science	3
International Relations	3
COM 3110 Business and Professional Communication or Economics	3

### Area of Concentration: (12 credits)

As required by the ACEJMC accreditation body, students completing the Bachelor in Science in Communication must elect a coherent series of courses (3000/4000 level) in a chosen area of focus outside of the SJMC in coordination with student advising, for example, Photography, Business, Health, etc.

**Digital Media Studies Major**

**School Requirements: (15 credits)**

MMC 3003	Mass Communication Orientation	0
MMC 3021	Grammar Workshop: Preparation for the 21st Century (optional if needed)	3
MMC 3104C	Writing Strategies for Reaching a Mass Audience	3
MMC 3303	Global Media and Society – GL	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3400	Visual Design for Globalized Media - GL	3
RTV 3260	Multimedia Production (Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3

**Digital Media Studies Major Specific Requirements: (18 credits)**

DIG 3001	Introduction to Digital Media	3
MMC 4302	Social Media and Globalization (Prereqs: RTV 3007, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
MMC 4631	Audience Analysis, Public Opinion and New Media (Prereq: Successful completion of the Quantitative Reasoning of the UCC (University Core Curriculum) Requirement)	3
DIG 4800	Digital Theories (Prereqs: MMC 3104C, DIG 3001, full admission into upper division program)	3

**Digital Media Management**

MMC 3250	Media Management (Prereqs: MMC 3104C, MMC 4200, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
DIG 4097	Digital Media Entrepreneurship (Prereq: MMC 3250)	3

OR

**Digital Media Content**

DIG 4293	Multimedia Production II (Prereq: RTV 3260)	3
DIG 4552	Advanced Multimedia Production (Prereqs: DIG 4293, completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)	3

**Two Departmental Electives (6 credits) from the following:**

ADV 3008	Principles of Advertising	3
JOU 3003	Introduction to Journalism	3
PUR 3000	Principles of Public Relations	3
RTV 3007	Introduction to Television	3
DIG 3110	Web Design and Interactive Digital Media (Prereqs: RTV 3260, MMC 4631)	3
MMC 4936	Special Topics or Study Abroad	3

**Additional Elective (not mandatory) Chair's consent required**

DIG 4940	Digital Media Internship (Prereqs: MMC 3104C, RTV 3260, DIG 3001, MMC 4302, full admission into upper division program)	1-3
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**Liberal Arts Requirements: (9 credits)**

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

Political Science	3
International Relations	3
COM 3110 Business and Professional Communication or Economics	3

**Area of Concentration: (12 credits)**

Students must select a coherent series of four (12 credits) upper division courses (3000 or 4000 level courses) in an area chosen by the student in coordination with their advisor that would indicate a chosen area of focus outside of the SJMC. For example, photography, business, health, etc.

**Journalism Major**

**School Requirements: (15 credits)**

Students in the Journalism Major in addition to the individual major requirements, students must take the following school requirements:

MMC 3003	Mass Communication Orientation	0
MMC 3104C	Writing Strategies for Reaching a Mass Audience (Prereq: Passing Score on Language Skills Test)	3
MMC 3303	Global Media and Society – GL	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3400	Visual Design for Globalized Media - GL	3
RTV 3260	Multimedia Production (Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3

**Journalism Major Specific Requirements: (24 credits)**

JOU 3003	Introduction to Journalism	3
MMC 3250	Media Management (Prereqs: MMC 3104C, MMC 4200, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
JOU 3117	News Reporting and Writing (Prereqs: MMC 3104C, JOU 3003, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
VIC 4001	Visual Storytelling and Production (Prereqs: JOU 3117, RTV 3260, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
JOU 3300	Advanced News Writing (Prereqs: MMC 3104C, JOU 3003, JOU 3117, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
JOU 4341C	Senior Multimedia Project (Prereqs: MMC 3104C, JOU 3003,	3

*MMC 3250, JOU 3117, JOU 3300, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)*

**Two Departmental Electives (6 credits) from the following:**

JOU 3121	Database and Computer Assisted Reporting <i>(Prereqs: MMC 3104C, JOU 3117, JOU 3003, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3
JOU 3188	Reporting in a Multi-Ethnic Community <i>(Prereqs: MMC 3104C, JOU 3003, JOU 3117, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3
ADV 3008	Principles of Advertising	3
PUR 3000	Principles of Public Relations	3
RTV 3007	Introduction to Television	3
DIG 3001	Introduction to Digital Media	3
DIG 4800	Digital Theories <i>(Prereqs: MMC 3104C, DIG 3001, full admission into upper division program)</i>	3
DIG 3110	Web Design and Interactive Digital Media <i>(Prereqs: RTV 3260, MMC 4631)</i>	3
DIG 4293	Multimedia Production II <i>(Prereqs: RTV 3260, RTV 4320, completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)</i>	3
MMC 4302	Social Media and Globalization <i>(Prereqs: RTV 3007, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3
MMC 4631	Audience Analysis, Public Opinion and New Media <i>(Prereq: Successful completion of the Quantitative Reasoning of the UCC (University Core Curriculum) Requirement)</i>	3
RTV 3200	Video Studio Production <i>(Prereqs: MMC 3104C, RTV 3260, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3
RTV 4320	Electronic News Gathering <i>[Prereqs: MMC 3104C, (JOU 3003 or RTV 3007), RTV 3260, VIC 3400, completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA]</i>	3
RTV 4101	Writing for Television <i>(Prereqs: MMC 3104C, RTV 3007, completed 60 credits, and 3.0 cumulative GPA)</i>	3
RTV 4323	Long-Format TV and Radio <i>(Prereqs: JOU 3117, RTV 4320, have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)</i>	3
MMC 4936	Special Topics or Study Abroad	3
JOU 3312	Specialty Journalism (Herald Internship) <i>(Prereqs: MMC 3104C, JOU 3003, JOU 3117, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, and Chair's consent)</i>	3

**Additional Elective (not mandatory) Chair's consent required**

JOU 4946	Journalism Internship <i>(Prereqs: MMC 3104C, JOU 3117, JOU 3003, consent of the Department Chair, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	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: (12 credits)**

Students must select a coherent series of four (12 credits semester hours) upper division courses (3000 or 4000 level) in an area chosen by the student in coordination with their advisor that would indicate a chosen area of focus outside of the SJMC. For example, photography, business, health, etc.

**Public Relations Major**

**School Requirements: (15 credits)**

Students in the Public Relations Major in addition to the individual major 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 3303	Global Media and Society – GL	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3400	Visual Design for Globalized Media - GL	3
RTV 3260	Multimedia Production <i>(Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3

**Public Relations Major Specific Requirements: (24 credits)**

PUR 3000	Principles of Public Relations	3
ADV 3008	Principles of Advertising	3
ADV 3200	Creative Concepts <i>(Prereqs: MMC 3104C and have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admission to advertising minor)</i>	3
MMC 4609	Integrated Communication Research Strategy <i>(Prereqs: MMC 3104C, [ADV 3008 or PUR 3000], have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3
PUR 4100	Writing for Public Relations <i>(Prereqs: MMC 3104C, PUR 3000, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3
PUR 4101	Publications Editing and Design <i>(Prereqs: MMC 3104C, PUR 3000, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>	3

PUR 4106	Advanced Public Relations Writing (Prereqs: MMC 3104C, PUR 3000, PUR 4100, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
MMC 4410	Integrated Communication Campaigns (Prereqs: 7 courses in the MMC Track, completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, and (3 courses from Pub Relations or 2 courses from Creative Adv or 2 courses from Accounting Management Adv))	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: (12 credits)**

In consultation with an advisor, the student must take 12 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 advisor. 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, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admission to television minor)	3

One of the following 3 credit courses:

MMC 3303	Global Media and Society – GL	3
MMC 4200	Mass Communication Law and Ethics	3
PUR 3000	Principles of Public Relations	3

Choose one of the following 2 groups: 6 credits

**Group 1:**

(Prereq: MMC 3104C, ADV 3008, ADV 3200 [grade of "B" or better] and have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)

ADV 4101	Advanced Print Concepts	3
ADV 4103	Radio/TV Concepts	3

**Group 2:**

Prereq: MMC 3104C, ADV 3008, admission to minor)

ADV 4300	Media Planning	3
MMC 4609	Integrated Communication Research Strategy	3

**Minor in Global Media Communication****Required Courses: (15 credits)**

MMC 3303	Global Media and Society – GL	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3400	Visual Design for Globalized Media - GL	3

Two of the following 3 credit courses:

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

**Minor in Journalism****Required Courses: (18 credits)**

JOU 3003	Introduction to Journalism	3
MMC 3104C	Writing Strategies for Reaching a Mass Audience (Prereq: Passing Score on Language Skills Test)	3
VIC 3400	Visual Design for Globalized Media - GL	3
RTV 3260	Multimedia Production (Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
JOU 3117	News Reporting and Writing (Prereqs: MMC 3104C, JOU 3003, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
JOU 3343L	News Writing Workshop (Prereqs: MMC 3104C, JOU 3003, JOU 3117, RTV 3260, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA)	3

**Minor in Multimedia Production****Required Courses: (15 credits)**

RTV 3007	Introduction to Television	3
MMC 3303	Global Media and Society – GL	3
MMC 3104C	Writing Strategies (Prereq: Passing Score on Language Skills Test)	3
VIC 3400	Visual Design for Globalized Media - GL	3
RTV 3260	Multimedia Production (Prereqs: MMC 3104C, VIC 3400, have	3

completed 60 credits, passing score in  
MMC 3003 and 3.0 cumulative GPA)

## Minor in Public Relations

### Required Courses: (18 credits)

PUR 3000	Principles of Public Relations	3
ADV 3008	Principles of Advertising	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, PUR 3000, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
PUR 4106	Advanced PR Writing (Prereqs: MMC 3104C, PUR 3000, PUR 4100, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
Choose one of the following 3 credit courses:		
MMC 3303	Global Media and Society – GL	3
MMC 4200	Mass Communication Law and Ethics	3
MMC 4304	Strategic Communications Seminar: Hispanic Marketing Communications (Prereqs: MMC 3104C, ADV 3008, PUR 3000, [ADV 3200 or PUR 4100], have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3

## Certificate Programs

### Global Media Communication

#### Required Courses: 18 credits

MMC 3303	Global Media and Society – GL	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3400	Visual Design for Globalized Media - GL	3
Plus 3 of the following 3 credit courses:		
ADV 3008	Principles of Advertising	3
PUR 3000	Principles of Public Relations	3
JOU 3003	Introduction to Journalism	3
RTV 3007	Introduction to Television	3

### Media Management

#### Required Courses: 15 credits

MMC 4200	Mass Communication Law and Ethics	3
MMC 3104C	Writing Strategies for Reaching a Mass Audience (Prereq: Passing Score on Language Skills Test)	3
VIC 3400	Visual Design for Globalized Media - GL	3
MMC 3250	Media Management (Prereqs: MMC 3104C, MMC 4200, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)	3
One additional three credit course from the following:		
RTV 3007	Introduction to Television	3
JOU 3003	Introduction to Journalism	3
PUR 3000	Principles of Public Relations	3
ADV 3008	Principles of Advertising	3

## Course Descriptions

### Definition of Prefixes

ADV-Advertising; COM-Communications; DIG-Digital Media; IDS-Interdisciplinary Studies; JOU-Journalism; MMC-Mass Media Communication; PUR-Public Relations; RTV-Radio- Television; VIC-Visual Communication  
Courses that meet the University's Global Learning requirement are identified as GL.

**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. Prerequisites: MMC 3104C and have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admission to advertising minor.

**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: MMC 3104C, ADV 3008, ADV 3200 (grade of "B" or better) and have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (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 (grade of "B" or better) and have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**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, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**COM 5606 Environmental Communication (3).** This graduate level course is designed to bring theoretical principles and professional skills associated with mass communication together with environmental issues and themes. Prerequisites: Completion of the six-credit project or internship requirement (EVR 5907) and permission of the instructor or department.

**DIG 3001 Introduction to Digital Media (3).** This course will develop and enhance students' understanding of the practical foundations for digital communication, including an overview of the historical development of digital communication.

**DIG 3110 Web Design and Interactive Digital Media (3).** The course explores the relationship and structures found in digital media that are web based and the participatory tools that exist in interactive media formats. Prerequisites: RTV 3260, MMC 4631.



**DIG 4097 Digital Media Entrepreneurship (3).** Capstone course in which students will create digital media business proposals demonstrating their understanding of the needs of advertisers and end users in digital media. Prerequisite: MMC 3250.

**DIG 4293 Multimedia Production 2 (3).** This is a project-based course that adds to the student's knowledge of multimedia production. There will be an emphasis on video production and streaming, including studio production projects. Prerequisites: RTV 3260, RTV 4320, completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA.

**DIG 4552 Advanced Multimedia Production (3).** This capstone course covers advanced techniques associated with interactive media production, including design, digital storytelling, usability theory, and current best practices. Prerequisites: DIG 4293, completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA.

**DIG 4800 Digital Theories (3).** This course explores the emerging field of digital media theories through a variety of academic and professional perspectives including technology studies, critical media, and cultural studies. Prerequisites: MMC 3104C, DIG 3001, full admission into upper division program.

**DIG 4940 Digital Media Internship (1-3).** The internship is specifically designed to enhance the learning experience through in-depth reflection and critical analysis of the work environment. Prerequisites: MMC 3104C, RTV 3260, DIG 3001, MMC 4302, full admission into upper division program.

**IDS 3189 International Nutrition, Public Health and Economic Development – GL (3).** This course will examine the impact of global public health, nutrition and economic development on the physical and political environment. Recommended also for non-majors.

**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 and Writing (3).** Teaches the fundamentals of reporting, interviewing, public records and arithmetic for journalists, and writing news, the basic skills required for any sort of journalism. Prerequisites: MMC 3104C, JOU 3003, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (Supplies fee assessed)

**JOU 3121 Database and Computer Assisted Reporting (3).** The class focuses on the use of spreadsheets, database managers and the skillful use of the Internet sources, as well as commercial databases used by journalists. Prerequisites: MMC 3104C, JOU 3117, JOU 3003, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**JOU 3188 Reporting in a Multi-Ethnic Community (3).** This course explores the challenges that face contemporary journalists covering increasingly diverse communities; the class will provide instruction in how to cover multi-ethnic communities. Prerequisites: MMC 3104C, JOU 3003, JOU 3117, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**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: Have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, MMC 3104C, JOU 3003, and JOU 3117. (Supplies fee assessed)

**JOU 3300 Advanced News Writing (3).** Writing and producing the feature story: human interest, trends, personality profiles, sidebars, backgrounders, color. Prerequisites: MMC 3104C, JOU 3003, JOU 3117, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. Corequisites: MMC 3104C, JOU 3003, JOU 3117 or JOU 3405, JOU 3343L, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**JOU 3312 Specialty Journalism (1).** Seminars in such topics as investigative, political, business, sports, or minority reporting, and editorials and commentary. Must be taken at least two times. Prerequisites: MMC 3104C, JOU 3003, JOU 3117, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, and Chair's consent.

**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 News Writing Workshop (3).** Intensive instruction and practice in the fundamentals of news writing for print, broadcast and the web. Prerequisites: MMC 3104C, JOU 3003, JOU 3117, RTV 3260, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA. (Supplies fee assessed)

**JOU 3405 South Florida News Service: The Newsroom (3).** Advanced instruction and practice in research, reporting and writing a variety of complex news stories. Prerequisites: MMC 3104C, JOU 3003.

**JOU 4101 In-Depth Reporting (3).** Advanced instruction and practice in researching, reporting and writing a variety of complex news stories. Prerequisites: MMC 3104C, JOU 3003, JOU 3117. (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, JOU 3003, JOU 3117, RTV 3260, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**JOU 4341C Senior Multimedia Project (3).** Conceptualizing and production of an online publication, including layout, photography, streaming video and audio. The project to be delivered in 3 different formats - print, television, and on-line. Prerequisites: MMC 3104C, JOU 3003, MMC 3250, JOU 3117, JOU 3300, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.



**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, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**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. Course may be repeated, but no more than 3 credits will be rewarded. Prerequisites: MMC 3104C, JOU 3117, JOU 3003, consent of the Department Chair, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**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 3021 Grammar Workshop: Preparation for the 21st Century (3).** 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 3132 Ready for Prime Time Presentation Skills (3).** The students will learn the disciplines, techniques and procedures used by broadcast on-air talent and communications professionals. Prerequisites: RTV 3260, completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA.

**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, MMC 4200, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**MMC 3303 Global Media and Society – GL (3).** The course will familiarize the student with a multi-cultural global perspective of a multi-media world. The aim of the course is to create a foundation of global media literacy.

**MMC 3650 Media and Sustainability (3).** This course introduces students to the study of sustainability from a media studies perspective, examining global mediated discourses associated with sustainability and other environment issues.

**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. Prerequisites: MMC 3250, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**MMC 4262 New Technologies of Communication (3).** The principal emphasis is upon new technologies in the industry. Prerequisites: RTV 3007, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**MMC 4302 Social Media and Globalization (3).** Introduces media, law and regulation within digital communications, while exploring implications for access to information and freedom of expression. Prerequisites: RTV 3007, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**MMC 4304 Strategic Communication Seminar: Hispanic Marketing Communications – GL (3).** In contrast to other advertising and public relations courses, the focus of this course will be to understand the elements of effective communications in a multicultural as well as global environment. Prerequisites: MMC 3104C, ADV 3008, PUR 3000, (ADV 3200 or PUR 4100), have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**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: 7 courses in the MMC Track, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, and (3 courses from Pub Relations or 2 courses from Creative Adv or 2 courses from Accounting Management Adv).

**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.

**MMC 4541 E-Cinema and TV Aesthetics (3).** Presentation and study of aesthetic concepts and execution of television and e-cinema. (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), have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**MMC 4631 Audience Analysis, Public Opinion and New Media (3).** The course examines relationships in new media, public opinion, policy and audiences. The means of assessing public opinion in digital media and includes in-depth analysis of digital media audience. Prerequisites: Successful completion of the Quantitative Reasoning of the UCC (University Core Curriculum) requirement.

**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 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.

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

**MMC 4945 Communication Internship (1-3).** On-the-job learning in activity at selected and approved organizations. Will include newspapers, magazines, radio and TV stations, agencies, and non-profit organizations. Prerequisites: MMC 3104C, permission of the Department Chair, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**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 5306 Global Communications (3).** This course explores global markets and intercultural communications while providing advanced study, evaluation and application of cultural context, theories, stakeholders, and trends in media, advertising, and public relations. Analysis of ethical, legal, political, and social communications issues around the globe.

**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. (Offered at least once a year).

**MMC 5655 Mass Communication and the Environment (3).** The course brings theoretical principles and professional skills associated with media communication together with environmental issues. Prerequisites: Graduate standing or 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 minicomputers 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: MMC 3104C, PUR 3000, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (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: MMC 3104C, PUR 3000, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (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: MMC 3104C, PUR 3000, PUR 4100, completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (Supplies fee assessed)

**PUR 5406 Multi-Cultural Communications (3).** Explores the multi-cultural dimensions of communications with diverse audiences within the United States.

**PUR 5602 Integrated Communications Proseminar (0).** Preparatory course providing guidelines and direction to graduate students completing Professional Project. Prerequisites: Completion of 18 credit hours, MMC 5440, full admissions into SJMC graduate program.

**RTV 2201 Videography Basics (0).** A seminar on the principles and practices of videography. Intended for students in the broadcast journalism track. Prerequisites: MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. 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. Prerequisites: MMC 3104C, RTV 3260, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (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. Prerequisites: RTV 3260, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (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. Prerequisites: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (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, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (Equipment fee assessed)

**RTV 3280 Multimedia Production (3).** This is a project-based course to provide all journalism, public relations and advertising students the basic skills needed to successfully develop, produce and publish/broadcast multimedia projects. Prerequisites: MMC 3104C and VIC 3400.

**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: MMC 3104C, JOU 3003, JOU 3117, or admission into journalism minor, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (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, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**RTV 4101 Writing for Television (3).** The course is intended to introduce the student to various types of writing for television and Internet/Journalism videos. This will include storytelling for short videos and short documentaries. Prerequisites: MMC 3104C, RTV 3007, completed 60 credits, and 3.0 cumulative GPA. (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: MMC 3104C, RTV 3263, RTV 3207, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (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. Prerequisites: RTV 3263, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. Corequisite: RTV 4202. (Supplies fee assessed)

**RTV 4320 Electronic News Gathering (3).** This course is an introduction to the real world of video news. It is designed to teach students to plan, research, report, write and execute electronic news productions from concept to finished product. Prerequisites: MMC 3104C, (JOU 3003 or RTV 3007), RTV 3260, VIC 3400, completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (Equipment fee assessed)

**RTV 4323 Long-Format TV and Radio (3).** This course is an advanced non-fiction broadcasting course. Students will plan, research, report, write and execute multiplatform long-format broadcast non-fiction productions. Prerequisites: JOU 3117, RTV 4320, have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA. (Supplies fee assessed)

**RTV 4324 Broadcast News Magazine (3).** Students will learn how to research, report, write, shoot, produce, and edit hard news and feature stories for broadcast (capstone course). Prerequisites: RTV 4323, completed 60 credit hours, passing score in MMC 3003 and 3.0 cumulative GPA. (Equipment fee assessed)

**RTV 4800C 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: MMC 3104C, 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: MMC 3104C, RTV 3007, MMC 3250, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**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: MMC 3104C, RTV 3200, RTV 3207, RTV 3260, RTV 3263, Chair consent, 3.0 GPA in SJMC courses, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**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: 3.0 GPA in SJMC courses, MMC 3104C, RTV 3007, MMC 3250, MMC 4200, Chair consent, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. Prerequisite or Corequisite: RTV 4930C.

**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 3400 Visual Design for Globalized Media – GL (3).** The course explores the relationship between images and messages in global media and the primary role that visual design plays in globalized media presentations.

**VIC 4001 Visual Storytelling and Production (3).** The course is designed to teach journalism students how to tell a story using the visual toolset to get a story right on multiple platforms, including television, radio and online. Prerequisites: JOU 3117, RTV 3260, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. Corequisites: JOU 3117 or JOU 3405, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.