

School of Journalism and Mass Communication

Raul Reis, *Professor and Dean*
 Allan Richards, *Associate Professor and Associate Dean*
 Margo Berman, *Professor*
 Frederick R. Blevens, *Professor*
 Grizelle De Los Reyes, *Instructor*
 Christiane Delboni, *Instructor*
 Mario Diament, *Associate Professor*
 Lynn Farber, *Assistant Professor*
 Leonardo Ferreira, *Professor*
 Robert Gutsche, Jr., *Assistant Professor*
 Aileen Izquierdo, *Visiting Assistant Professor*
 Susan Jacobson, *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*
 Elif Ozkaya, *Assistant Professor*
 David Park, *Associate Professor*
 Juliet Pinto, *Associate Professor*
 Teresa Ponte, *Associate Professor and Chair for Journalism and Broadcasting*
 Neil Reisner, *Associate Professor*
 Sigal Segev, *Assistant Professor*
 Michael Sheerin, *Associate Professor*
 Moses Shumow, *Assistant Professor*
 Carlos Suris, *Senior Instructor*
 Lorna Veraldi, *Associate Professor*
 Mercedes Vigon, *Associate Professor*
 Maria Elena Villar, *Associate Professor and Chair for Advertising and Public Relations*
 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, Broadcast Media, Digital Media Studies, 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 72 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.

Academic Advising

Academic advising is available through the School of Journalism and Mass Communication Office of Student Services. Students pursuing a major in Advertising (account management and creative), Broadcast Media (broadcast journalism and television production), Digital Media Studies (digital media management and digital media content), Journalism or Public Relations as well as those interested in our majors, minors and/or certificate programs are encouraged to meet with an advisor. Advisors are available to help students understand SJMC's academic curriculum, procedures, and policies, create and refine short and long term educational goals, select areas of study, including majors and concentrations, connect with faculty members and university resources, address academic difficulties and ensure that students are on the correct path to timely degree completion.

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.

Undergraduate Requirements

To meet the undergraduate requirements for the program (which allows a student to fully enter and complete their major and degree), 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 requirement needed are accepted twice 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	3
	<i>(Prereq: Passing Score on the Language Skills Test)</i>	
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 3531	Multimedia Production	3
	<i>(Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admissions to Multimedia Production minor or Journalism minor)</i>	

Advertising Major Specific Requirements: (24 credits)

ADV 3008	Principles of Advertising	3
PUR 3000	Principles of Public Relations	3
ADV 3200	Creative Concepts	3
	<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>	
MMC 4609	Integrated Communication Research Strategy	3
	<i>(Prereqs: MMC 3104C, [ADV 3008 or PUR 3000], have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Advertising minor)</i>	
MMC 4410	Integrated Communication Campaigns	3
	<i>(Prereqs: MMC 3303, MMC 4200, RTV 3260, ADV 3008, PUR 3000, ADV 3200, MMC 4609, [PUR 4101 or ADV 4101 or ADV 4300], [PUR 4106 or ADV 4103], have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA. Coreqs: MMC 4936, PUR 4101, PUR 4106, ADV 4101, ADV 4300)</i>	
PUR 4101	Digital Editing and Design	3
	<i>(Prereqs: MMC 3104C, PUR 3000, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, admission to any SJMC major or graphic design track in BFA major)</i>	

Account Management Track

ADV 4300	Media Planning	3
	<i>(Prereqs: MMC 3104C, ADV 3008, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Advertising minor)</i>	
	and	
ADV 4601	Account Planning	3
	<i>(Prereq: ADV 3200)</i>	

OR

Creative Track

ADV 4101	Advanced Concepts in Advertising Copy and Design	3
	<i>(Prereqs: ADV 3200 [grade of "B" or better], MMC 3104C, ADV 3008, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Advertising minor)</i>	
	and	
ADV 4711	Advanced Creativity: Portfolio Workshop	3

Upper Division Liberal Arts Requirements: (3 credits)

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

IDS 3309	How We Know What We Know	3
----------	--------------------------	---

**If IDS 3309 course already taken in first 60 credits, may take an SJMC elective.

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.

SJMC Electives (6 credits)

ADV 4323	Strategic Branding and Social Media	3
ADV 4322	Mobile Communication and Advertising Strategies	3
ADV 4201	Advertising and Society	3
DIG 3001	Introduction to Digital Media	3
DIG 3110	Web Design and Interactive Digital Media	3
DIG 4800	Digital Theories	3
MMC 4304	Strategic Communication Seminar: Multicultural Marketing Communication	3
MMC 4631	Audience Analysis, Public Opinion and New Media	3
MMC 4936	Special Topics – Study Abroad	3
MMC 4936	Special Topics	3
MMC 4945	Communication Internship	1-3
PUR 4940	Practicum: BOLD Agency	3

Internship

Internships are available for Advertising majors who want to gain experience in the field. Students who have met all undergraduate requirements, completed MMC 3104C, received consent from the Department Chair and have met all other curricular requirements outlined in the internship packet may elect an internship in consultation with their advisor. The internship requires a minimum of 300 hours of work for 3 academic credits.

Broadcast Media Major

School Requirements: (15 credits)

Students in the Broadcast Media Major may choose Broadcast Journalism or Television Production. 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	3
<i>(Prereq: Passing score on the Language Skills Test)</i>		
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 3531	Multimedia Production	3
<i>(Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admissions to Multimedia Production minor or Journalism minor)</i>		

Broadcast Media Major Specific Requirements: (18 credits)

<u>Broadcast Journalism Track</u>		
JOU 3003	Introduction to Journalism	3
MMC 3250	Media Management	3

<i>(Prereqs: MMC 3104C, MMC 4200, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA or admission to Media Management certificate)</i>		
RTV 4320	Electronic News Gathering	3
<i>(Prereqs: RTV 3531, [JOU 3003 or RTV 3007], [JOU 3117 or RTV 4101 or JOU 3405], have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)</i>		
JOU 3117	News Reporting and Writing	3
<i>(Prereqs: MMC 3104C, JOU 3003, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admission to Journalism minor)</i>		
RTV 4323	Long-Format TV and Radio	3
<i>(Prereqs: RTV 4320, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>		
RTV 4324	Broadcast News Magazine (capstone)	3
<i>(Prereqs: MMC 3303, RTV 4320, MMC 3250, JOU 3117, have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)</i>		

OR

Television Production Track

RTV 3007	Introduction to Television	3
MMC 3250	Media Management	3
<i>(Prereqs: MMC 3104C, MMC 4200, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA or admission to Media Management certificate)</i>		
RTV 4320	Electronic News Gathering	3
<i>(Prereqs: RTV 3531, [JOU 3003 or RTV 3007], [JOU 3117 or RTV 4101 or JOU 3405], have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)</i>		
RTV 4101	Writing for Television	3
<i>(Prereqs: MMC 3104C, RTV 3007, have completed 60 credits, and 3.0 cumulative GPA)</i>		
DIG 4293	Multimedia Production 2	3
<i>(Prereqs: RTV 3531, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>		
DIG 4552	Advanced Multimedia Production (capstone)	3
<i>(Prereqs: DIG 4293, MMC 3303, (MMC 3250 or DIG 4800), (RTV 3007 or MMC 4302), (RTV 4101 or MMC 4631), have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA)</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	3
MMC 4631	Audience Analysis, Public Opinion and New Media	3
<i>(Prereq: completion of UCC)</i>		
JOU 3121	Database and Computer Assisted Reporting	3
<i>(Prereqs: MMC 3104C, JOU 3117, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>		
JOU 3188	Reporting in a Multi-Ethnic Community	3
<i>(Prereqs: MMC 3104C, JOU 3117, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)</i>		

MMC 4396 Special Topics or Study Abroad 3
(Prereqs: MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)

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

RTV 4940L Television Production Internship 1-3
(Prereqs: RTV 4101, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, and Chair's consent)

JOU 4946 Journalism Internship 1
(Prereqs: [JOU 3117 or JOU 3405], have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)

JOU 3312 Specialty Internship - The Miami Herald 1
(Prereqs: (JOU 3117 or JOU 3405), have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, and Chair's consent)

MMC 4945 Specialty Internship - Telemundo 1
(Prereqs: MMC 3104C, permission of the Department Chair, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)

Upper Division Liberal Arts Requirement: (9 credits)

Students must select one upper division (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)

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.

Digital Media Studies Major

School Requirements: (15 credits)

Students in the Digital Media Major may choose Digital Media Management or Digital Media Content. In addition to the individual major requirements, students must take the following school requirements:

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 3531 Multimedia Production 3
(Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admissions to Multimedia Production minor or Journalism minor)

Digital Media Studies Major Specific Requirements: (21 credits)

DIG 3001 Introduction to Digital Media 3
DIG 3110 Web Design and Interactive Digital Media 3
(Prereq: RTV 3531)

MMC 4302 Social Media and Globalization 3
MMC 4631 Audience Analysis, Public Opinion and New Media 3

(Prereq: Successful completion of the Quantitative Reasoning of the UCC (University Core Curriculum) Requirement)

DIG 4800 Digital Theories 3
(Prereqs: MMC 3104C, DIG 3001, have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)

Digital Media Management

MMC 3250 Media Management 3
(Prereqs: MMC 3104C, MMC 4200, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA or admission to Media Management certificate)

DIG 4097 Digital Media Entrepreneurship 3
(Prereqs: MMC 3250, MMC 3303, RTV 3260, MMC 4302, MMC 4631, and DIG 4800)

OR

Digital Media Content

DIG 4293 Multimedia Production 2 3
(Prereqs: RTV 3531, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)

DIG 4552 Advanced Multimedia Production 3
(Prereqs: DIG 4293, MMC 3303, [MMC 3250 or DIG 4800], [RTV 3007 or MMC 4302], [RTV 4101 or MMC 4631], have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA)

Two Departmental Electives (3 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 3

(Prereq: RTV 3531)

MMC 4936 Special Topics or Study Abroad 3

Additional Elective (not mandatory) Chair's consent required

DIG 4940 Digital Media Internship 1-3
(Prereqs: RTV 3531, DIG 3001, MMC 4302, have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)

Upper Division Liberal Arts Requirements: (9 credits)

Students must select one upper division (3000-4000 level) 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)

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.

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	3

(Prereq: Passing Score on the Language Skills Test)

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 3531	Multimedia Production	3
----------	-----------------------	---

(Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admissions to Multimedia Production minor or Journalism minor)

Journalism Major Specific Requirements: (24 credits)

JOU 3003	Introduction to Journalism	3
MMC 3250	Media Management	3

(Prereqs: MMC 3104C, MMC 4200, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA or admission to Media Management certificate)

JOU 3117	News Reporting and Writing	3
----------	----------------------------	---

(Prereqs: MMC 3104C, JOU 3003, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admission to Journalism minor)

VIC 4001	Visual Storytelling and Production	3
----------	------------------------------------	---

(Prereqs: RTV 3531, JOU 3117 or JOU 3405, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)

JOU 3300	Advanced News Writing	3
----------	-----------------------	---

(Prereqs: MMC 3104C, JOU 3117 or JOU 3405), have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)

JOU 4341C	Senior Multimedia Project	3
-----------	---------------------------	---

(Prereqs: MMC 3250, MMC 3303, VIC 4001, JOU 3300 or JOU 4101), 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	3
----------	--	---

(Prereqs: MMC 3104C, JOU 3117, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)

JOU 3188	Reporting in a Multi-Ethnic Community	3
----------	---------------------------------------	---

(Prereqs: MMC 3104C, JOU 3117, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)

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	3
----------	------------------	---

(Prereqs: MMC 3104C, DIG 3001, have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)

DIG 3110	Wed Design and Interactive Digital Media	3
----------	--	---

(Prereq: RTV 3531)

DIG 4293	Multimedia Production 2	3
----------	-------------------------	---

(Prereqs: RTV 3531, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)

MMC 4302	Social Media and Globalization	3
----------	--------------------------------	---

MMC 4631	Audience Analysis, Public Opinion and New Media	3
----------	---	---

(Prereq: Successful completion of the Quantitative Reasoning of the UCC (University Core Curriculum Requirement))

RTV 3200	Video Studio Production	3
----------	-------------------------	---

(Prereqs: MMC 3104C, RTV 3531, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)

RTV 4320	Electronic News Gathering	3
----------	---------------------------	---

(Prereqs: RTV 3531, [JOU 3003 or RTV 3007], [JOU 3117 or RTV 4101 or JOU 3405], have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)

RTV 4101	Writing for Television	3
----------	------------------------	---

(Prereqs: MMC 3104C, RTV 3007, completed 60 credits, and 3.0 cumulative GPA)

RTV 4323	Long-Format TV and Radio	3
----------	--------------------------	---

(Prereqs: RTV 4320, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA)

MMC 4936	Special Topics or Study Abroad	3
----------	--------------------------------	---

JOU 3312	Specialty Journalism (Herald Internship)	3
----------	--	---

(Prereqs: JOU 3117 or JOU 3405), have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, and Chair's consent)

Additional Elective (not mandatory) Chair's consent required

JOU 4946	Journalism Internship	1
----------	-----------------------	---

(Prereqs: [JOU 3117 or JOU 3405], have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA)

Upper Division Liberal Arts Requirements: (9 credits)

Students must select one upper division (3000-4000 level) 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)

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.

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	3
-----------	---	---

(Prereq: Passing Score on the Language Skills Test)

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 3531 Multimedia Production 3
(Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admissions to Multimedia Production minor or Journalism minor)

Public Relations Major Specific Requirements: (24 credits)

PUR 3000 Principles of Public Relations 3
ADV 3008 Principles of Advertising 3
ADV 3200 Creative Concepts 3
(Prereqs: MMC 3104C and have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admission to advertising minor)
MMC 4609 Integrated Communication Research Strategy 3
(Prereqs: MMC 3104C, [ADV 3008 or PUR 3000], have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Advertising minor)
PUR 4100 Writing for Public Relations 3
(Prereqs: MMC 3104C, PUR 3000, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Public Relations minor)
PUR 4101 Digital Editing and Design 3
(Prereqs: MMC 3104C, PUR 3000, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, admission to any SJMC major or graphic design track in BFA major)
PUR 4106 Advanced Public Relations Writing for Multimedia Platforms 3
(Prereqs: MMC 3104C, PUR 3000, PUR 4100, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Public Relations minor)
MMC 4410 Integrated Communication Campaigns 3
(Prereqs: MMC 3303, MMC 4200, RTV 3260, ADV 3008, PUR 3000, ADV 3200, MMC 4609, [PUR 4101 or ADV 4101 or ADV 4300], [PUR 4106 or ADV 4103], have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA. Coreqs: MMC 4936, PUR 4101, PUR 4106, ADV 4101, ADV 4300)

Upper Division Liberal Arts Requirements: (3 credits)

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

IDS 3309 How We Know What We Know 3

**If IDS 3309 course already taken in first 60 credits, may take an SJMC elective.

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.

SJMC Electives (6 credits)

ADV 4323 Strategic Branding and Social Media 3
ADV 4322 Mobile Communication and Advertising Strategies 3
ADV 4201 Advertising and Society 3
DIG 3001 Introduction to Digital Media 3
DIG 3110 Web Design and Interactive Digital Media 3

DIG 4800 Digital Theories 3
MMC 4304 Strategic Communication Seminar: Multicultural Marketing Communication 3
MMC 4631 Audience Analysis, Public Opinion and New Media 3
MMC 4936 Special Topics – Study Abroad 3
MMC 4936 Special Topics 3
MMC 4945 Communication Internship 1-3
PUR 4940 Practicum: BOLD Agency 3

Internship

Internships are available for Public Relations majors who want to gain experience in the field. Students who have met all undergraduate requirements, completed MMC 3104C, received consent from the Department Chair and have met all other curricular requirements outlined in the internship packet may elect an internship in consultation with their advisor. The internship requires a minimum of 300 hours of work for 3 academic credits.

Minors

To officially declare a minor(s), students must meet the requirements needed to be fully apart of the upper division program in their major. Each program has their own requirements which may include a minimum GPA, number of credits, coursework and/or a combination of requirements. Students should meet with an advisor in their department to ensure that they can pursue a minor and complete the requisite paperwork. Students majoring in one of the SJMC programs (Advertising, Broadcast Media, Digital Media Studies, Journalism and Public Relations) cannot minor in any of minors offered by School of Journalism and Mass Communication. SJMC students, however, can pursue a minor within another department as long as they have met all of the SJMC undergraduate requirements.

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 3

(Prereq: Passing Score on the Language Skills Test)

ADV 3200 Creative Concepts 3
(Prereqs: MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admission to television minor)

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

ADV 4101 Advanced Concepts in Advertising Copy and Design 3

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

ADV 4103 Radio/TV Concepts 3

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

Group 2

ADV 4300	Media Planning	3
<i>(Prereqs: MMC 3104C, ADV 3008, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Advertising minor)</i>		
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	3

(Prereq: Passing Score on the Language Skills Test)

VIC 3400	Visual Design for Globalized Media – GL	3
RTV 3531	Multimedia Production	3

(Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admissions to Multimedia Production minor or Journalism minor)

JOU 3117	News Reporting and Writing	3
<i>(Prereqs: MMC 3104C, JOU 3003, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admission to Journalism minor)</i>		

VIC 4001	Visual Storytelling and Production	3
<i>[Prereqs: (JOU 3117 or JOU 3405), RTV 3531, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA]</i>		

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	3

(Prereq: Passing Score on the Language Skills Test)

VIC 3400	Visual Design for Globalized Media – GL	3
RTV 3531	Multimedia Production	3

(Prereqs: MMC 3104C, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, or admissions to Multimedia Production minor or Journalism minor)

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	3

(Prereq: Passing Score on the Language Skills Test)

PUR 4100	Writing for Public Relations	3
----------	------------------------------	---

(Prereqs: MMC 3104C, PUR 3000, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Public Relations minor)

PUR 4106	Advanced Public Relations Writing for Multimedia Platforms	3
----------	--	---

(Prereqs: MMC 3104C, PUR 3000, PUR 4100, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Public Relations minor)

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 Communication Seminar: Multicultural Marketing Communication – GL	3

(Prereqs: MMC 3104C, ADV 3008, PUR 3000, PUR 4100, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Public Relations minor)

Certificate Programs

To officially pursue a certificate(s), students must complete the requisite paperwork. Please visit the Office of Student Services for more information. Students majoring in one of the SJMC programs (Advertising, Broadcast Media, Digital Media Studies, Journalism and Public Relations) can pursue any of certificates offered by the School of Journalism and Mass Communication and/or another Department. This certificate programs are open to degree-seeking students only.

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	3

(Prereq: Passing Score on the Language Skills Test)

VIC 3400	Visual Design for Globalized Media - GL	3
MMC 3250	Media Management	3

(Prereqs: MMC 3104C, MMC 4200, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA or admission to Media Management certificate)

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 Concepts in Advertising Copy and Design (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 3200 (with grade of "B" or better), MMC 3104C, ADV 3008, and have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Advertising minor. (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 grade of "B" or better), have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Advertising minor.

ADV 4201 Advertising and Society (3). The relationship between advertising, economic, political and ethical issues.

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: MMC 3104C, ADV 3008, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Advertising minor.

ADV 4322 Mobile Communication and Advertising Strategies (3). This course is an introduction to mobile technology and the evolution of the mobile multimedia landscape. The course will examine how mobile marketing and advertising serve diverse purposes.

ADV 4323 Strategic Branding and Social Media (3). This course will develop students understanding of the importance of brand equity; how to build, measure and manage brand equity with digital/social media; how to construct the best digital content and distribution strategy to tell a brand's story. Prerequisites: Admission to Advertising, Public Relations or Graphic Design majors or permission of the instructor.

ADV 4601 Account Planning (3). This course introduces the student to contemporary account planning techniques. It stresses the interrelationship between advertising and the consumer and the role of consumer behavior. Prerequisite: ADV 3200.

ADV 4711 Advanced Creativity: Portfolio Workshop (3). Focus will be directed on building creative portfolio pieces for multiplication campaigns.

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 is designed to give students a solid foundation in Web publishing, JavaScript and app development. Prerequisite: RTV 3531.

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. Prerequisites: MMC 3250, MMC 3303, RTV 3531, MMC 4302, MMC 4631, and DIG 4800.

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 and emphasis on video production and streaming, including studio production projects. Prerequisites: RTV 3531, have 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, MMC 3303, (MMC 3250 or DIG 4800), (RTV 3007 or MMC 4302), (RTV 4101 or MMC 4631), have completed 60 credits, passing score in MMC 3003, 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, have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA.

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: RTV 3531, DIG 3001, MMC 4302, have completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA.

DIG 5167 Social Media Metrics and Evaluation (3). This course introduces strategic aspects of social media analytics by highlighting metrics for assessing effectiveness of social media strategies for global advertising, public relations and marketing.

DIG 5569 Digital Media Management (3). This course examines various methods and perspectives of managing digital media platforms and content.

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, or admission to Journalism minor. (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, 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 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 3117 or JOU 3405), 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: (JOU 3117 or JOU 3405), 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 3531, 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 3531, 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 3250, MMC 3303, VIC 4001, (JOU 3300 or JOU 4101), 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: (JOU 3117 or JOU 3405), 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 3531, 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, or admission to Media Management certificate.

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.

MMC 4304 Strategic Communication Seminar: Multicultural Marketing Communication – GL (3). Understanding the visual theories behind the design, editing and production of materials for print, broadcast and multimedia. Special attention given to digital pre-production and software skills. Prerequisites: MMC 3104C, ADV 3008, PUR 3000, PUR 4100, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Public Relations minor.

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: MMC 3303, MMC 4200, RTV 3531, ADV 3008, PUR 3000, ADV 3200, MMC 4609, (PUR 4101 or ADV 4101 or ADV 4300), (PUR 4106 or ADV 4103), have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA. Corequisites: MMC 4936, PUR 4101, PUR 4106, ADV 4101, ADV 4300.

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, 3.0 cumulative GPA, or admission to Advertising minor.

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, 3.0 cumulative GPA, or admission to Public Relations minor. (Supplies fee assessed)

PUR 4101 Digital Editing and Design (3). Understanding the visual theories behind the design, editing and production of materials for print, broadcast and multimedia. Special attention given to digital pre-production and software skills Prerequisites: MMC 3104C, PUR 3000, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, admission to any SJMC major or graphic design track in BFA major. (Supplies fee assessed)

PUR 4106 Advanced Public Relations Writing for Multimedia Platforms (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, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Public Relations minor. (Supplies fee assessed)

PUR 4940 Practicum: BOLD Agency (3). This course operates as a student-run agency that has the infrastructure to train students from SJMC and other majors to run a successful strategic communication agency.

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

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 3531, 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, newscasts, documentaries, training and corporate video productions. Students are expected to solve media-related problems during actual productions. Prerequisites: RTV 3531, MMC 3104C, 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 3531, 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 3531 Multimedia Production (3). Use of ENG/EPF 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, or admissions to Multimedia Production minor or 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, 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: RTV 3620, (JOU 3003 or RTV 3007), (JOU 3117 or RTV 4101 or JOU 3405), have 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: 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: MMC 3303, RTV 4320, MMC 3250, JOU 3117, 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: RTV 4101, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, and Chair's consent.

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 or JOU 3405), RTV 3531, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.