

Journalism and Media

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The Department of Journalism + Media (J+M) in the School of Communication + Journalism (SCJ) offers professional, hands-on programs dedicated to training the next generation of journalists, broadcasters and digital professionals for successful careers in media. Our graduate program in Spanish-language Journalism with a bi-lingual track offers native and non-native Spanish speakers an opportunity to acquire multimedia and digital skills leading to careers in national and international newsrooms.

The distinguished faculty teaches students to think critically, write professionally and incorporate the most up-to-date technologies needed to produce compelling 21st-century broadcast and multiplatform journalism. Our degree is accredited by the Accrediting Council on Education in Journalism and Mass Communication.

Through the Department's project-oriented, real-world approach to education, students learn the core values and principles of journalism, broadcasting, communication and media, digital media and the practical skills needed to succeed. This is accomplished by placing great emphasis on internships at top quality companies and organizations, as a complement to course work and by providing an opportunity for students to develop leadership and networking skills through the chapters of the National Association of Hispanic Journalists, and the award-winning student chapter of the Society of Professional Journalists. The nationally-recognized student-operated South Florida News Service provides all students with an opportunity to immerse in a multimedia digital production.

Bachelor of Science in Communication

Degree Program Hours: 120

The degree from the Department of Journalism + Media is accredited by the Accrediting Council on Education in Journalism and Mass Communications. Only 25 percent of all programs in journalism and mass communication in the United States are 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.

Academic Advising

Academic advising is available for all students pursuing a major in Journalism, Broadcast Media (broadcast journalism and television production), and Digital Communication and Media. Those students interested in our majors and/or certificate programs are encouraged to meet with an advisor. Advisors are available to help students understand the 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 that 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 pass **MMC 3003** (Journalism + Media Orientation) and have a minimum **cumulative GPA of 2.85** (this includes all transfer work, in addition to current FIU work). The GPA waiver requirement will not be waived.

Writing Proficiency

All students in each of the majors are expected to demonstrate proficiency in writing. Students are required to enroll in Writing Fundamentals (MMC 3123) and earn a 'C' or higher.

Transfer Credit

Transfer students may receive credit for comparable Florida state communication courses in accordance with Statue 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 SCJ courses, the student's area of concentration, and other courses as required by the School shall apply for graduation. A 'C-' or lower 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 SCJ courses and the area of concentration required by the major.

Broadcast Media (60 credits)

Students in the Broadcast Media major must satisfy all the following requirements as instructed.

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	Journalism + Media Orientation	0
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
MMC 3123	Writing Fundamentals for Communicators	3
IDS 3309	How We Know What We Know – GL, GRW	3

Broadcast Media Major Specific Requirements: (18 credits) (Select one track)

Broadcast Journalism Sub-Track

REQUIRED COURSES (18 CREDITS)

JOU 3003	Introduction to Journalism	3
JOU 3117	News Reporting and Writing	3
RTV 3531	Multimedia Production	3
RTV 4320	Electronic News Gathering	3
RTV 4350	Broadcast and Digital Newscast Production	3
RTV 4324	Broadcast News Magazine	3
	OR	

Television Production Sub-Track

REQUIRED COURSES (18 CREDITS)

RTV 3007	Introduction to Television	3
RTV 3531	Multimedia Production	3
RTV 4101	Writing for Video Production	3
RTV 3511	Video Studio Production	3
DIG 4293	Multimedia Production 2	3

DIG 4552	Advanced Multimedia Production (capstone)	3
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School of Communication and Journalism Track Electives (15 credits):

MMC 3932C	Intense PODS	1-3
	Choose any SCJ courses at the 3000/4000 level from ADV, COM, DIG, JOU, MMC, PUR, RTV, SPC	12

Area of Concentration: (12 credits)

In consultation with an advisor, students must elect a coherent series of four upper-division courses (3000/4000 level) in a non-communication area that can be related to their career.

Journalism (60 credits)

Students in the Journalism major must satisfy all the following requirements as instructed.

School Requirements: (15 credits)

Students in the Journalism major must satisfy all the following requirements as instructed:

MMC 3003	Journalism + Media Orientation	0
MMC 3123	Writing Fundamentals for Communicators	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
IDS 3309	How We Know What We Know – GL, GRW	3

Journalism Major Specific Requirements: (18 credits)

JOU 3003	Introduction to Journalism	3
JOU 3117	News Reporting and Writing	3
JOU 3300	Advanced News Writing	3
JOU 4341C	Senior Multimedia Project	3
RTV 3531	Multimedia Production	3
VIC 4001	News Visualization	3

School of Communication and Journalism Track Electives (15 electives):

MMC 3932C	Intense PODS	1-3
	Choose any SCJ courses at the 3000/4000 level from ADV, COM, DIG, JOU, MMC, PUR, RTV, SPC	12

Area of Concentration: (12 credits)

In consultation with an advisor, students must elect a coherent series of four upper-division courses (3000/4000 level) in a non-communication area related to their career emphasis.

Bachelor of Science in Digital Communication and Media

Degree Program Hours: 120

Students in the Digital Communication and Media major must satisfy all the following requirements as instructed.

School Requirements (15 credits): All students in this degree must complete a degree core that includes five courses:

MMC 3003	Journalism + Media Orientation	0
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MMC 3303	Global Media and Society – GL	3
MMC 3123	Writing Fundamentals for Communicators	3
IDS 3309	How We Know What We Know – GL, GRW	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3400	Visual Design for Globalized Media –GL	3

In order to be eligible to take advanced (4000-level) major-specific requirements, first time and transfer students seeking this degree must successfully pass MMC 3003 (Journalism + Media Orientation, a zero credit course), and have a minimum cumulative GPA of 2.85, including all transfer work in addition to at least 15 hours of FIU work.

Before taking the advanced major-specific courses, students must pass with a C or better the following required courses: MMC 3303, MMC 3123 and IDS 3309. IDS 3309 also satisfies the FIU Humanities Group 2 core requirement and a Global Learning requirement, while MMC 3303 satisfies a discipline-specific Global Learning requirement.

Major Specific Requirements (24 Credits):

DIG 3001	Introduction to Digital Media	3
DIG 3110	Web Design and Interactive Digital Media	3
MMC 4302	Social Media and Globalization	3
MMC 4631	Audience Analysis, Public and New Media	3
DIG 4800	Digital Theories	3
RTV 3531	Multimedia Production	3
DIG 4293	Multimedia Production II	3
DIG 4552	Advanced Multimedia Production [CAPSTONE]	3

School of Communication and Journalism Track Electives (9 electives)

Choose any SCJ courses at the 3000/4000 level from ADV, COM, DIG, JOU, MMC, PUR, RTV, SPC 9

Areas of Concentration (12 credits)

In consultation with an advisor, students must select a coherent series of four upper-division courses (3000/4000 level) in a noncommunication area that can be related to their career emphasis.

Journalism + Media 4+1 Combined Degree Program

With approval of their academic advisor and the graduate program director, students from undergraduate majors may apply to the 4 + 1 Combined Degree Program. If accepted, students will be allowed to take up to 12 credits of graduate courses which will apply toward both their undergraduate and their master's degree program (M.S. in Mass Communication – Global Strategic Communication or Spanish Language Journalism track).

The admissions requirements are:

- Current enrollment in an approved bachelor's degree program at FIU
- Completed between a minimum of 75 and a maximum of 90 undergraduate credits
- Current GPA of 3.2 or higher

- Complete the separate 4 + 1 application, including signed approval by the director, coordinator or designee of the graduate program.

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 SCJ programs (Advertising, Broadcast Media, Digital Media Studies, Journalism and Public Relations) can pursue any of the certificates offered by the School of Communication + Journalism and/or another Department. These certificate programs are open to degree-seeking students only.

Global Media Communication

Required Courses: 15 credits

MMC 3303	Global Media and Society – GL	3
IDS 3309	How We Know What We Know – GL	3
VIC 3400	Visual Design for Globalized Media – GL	3

Select 2 of the courses below:

ADV 3008	Principles of Advertising	3
DIG 3001	Introduction to Digital Media	3
JOU 3003	Introduction to Journalism	3
PUR 3000	Principles of Public Relations	3
RTV 3007	Introduction to Television	3
COM 3461	Intercultural/Interracial Communication – GL	3
IDS 3336	Artistic Expression in Global Society – GL	3

Digital Communication and Media

Required Course: 15

IDS 3309	How We Know What We Know - GL	3
DIG 3001	Introduction to Digital Media	3
DIG 4800	Digital Theories	3
MMC 4302	Social Media and Globalization	3
MMC 4631	Audience Analysis, Public Opinion and New Media	3

Visual Production

Required Courses: 15 credits

MMC 3303	Global Media and Society - GL	3
MMC 3123	Writing Fundamentals for Communicators	3
VIC 3400	Visual Design for A Globalized Media - GL	3
RTV3531	Multimedia Production (Prereqs: (MMC3123 or MMC3104C), VIC3400 [(MMC3003, and 2.85 cumulative GPA,) or admission to Visual Production Certificate] Corequisite: VIC3400)	3

Select 1 (one) of the courses below:

ADV3008	Principles of Advertising	3
DIG3001	Introduction to Digital Media	3

IDS3309	How We Know What We Know - GL	3
JOU3003	Introduction to Journalism	3
PUR3000	Principles of Public Relations	3
RTV3007	Introduction to Television	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.

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: MMC 3003, MMC 3303, (MMC 3123 or MMC 3104C), IDS 3309, MMC 4200, VIC 3400, ADV 3008, ADV 3200, 2.85 cumulative GPA

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 3003, MMC 3303, (MMC 3123 or MMC 3104C), MMC 4200, VIC 3400, IDS 3309, ADV 3008, 2.85 cumulative GPA.

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. Prerequisites: MMC 3003, MMC 3303, (MMC 3123 or MMC3104C), MMC 4200, VIC 3400, IDS 3309, ADV 3008, cumulative 2.85 GPA.

ADV 4711 Advanced Creativity: Portfolio Workshop (3). Focus will be directed on building creative portfolio pieces for multiplication campaigns. Prerequisites: MMC 3003, MMC 3303, (MMC 3123 or MMC 3104C), IDS 3309, MMC 4200, VIC 3400, ADV 3008, ADV 3200, 2.85 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 is designed to give students a solid foundation in Web publishing, JavaScript and app development. Prerequisites: MMC 3003, MMC 3303, (MMC 3123 or MMC 3104C), IDS 3309, MMC 4200, VIC 3400, RTV 3531, and 2.85 cumulative GPA

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 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, DIG 3001, DIG 4800, MMC 3250, MMC 4302, MMC 4631, and 2.85 cumulative GPA.

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: MMC 3003, MMC 3303, (MMC 3123 or MMC 3401C), IDS 3309, MMC 4200, VIC 3400, RTV 3531, and 2.85 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: MMC 3003, MMC 3303, (MMC 3123 or MMC 3104C), IDS 3309, MMC 4200, VIC 3400, RTV 3531, (DIG 3001 or RTV 3007), (DIG 4800 or RTV 4101), (DIG 3110 or RTV 4101), (MMC 4302 or RTV 3511), (RTV 4320 or RTV 3511), (RTV 3007 or MMC 4631), DIG 4293, and 2.85 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. Prerequisite: DIG 3001.

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 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, DIG 3001, and 2.85 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 5438 Strategic Storytelling and Digital Content Creation (3). This course offers a view of storytelling paradigms and provides the opportunity to apply digital storytelling for strategic purposes using interactive multimedia tools.

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

IDS 3309 How We Know What We Know – GL (3). Merges the skills of global information literacy with the critical perspective to ascertain and measure the authenticity and credibility of information in academic and casual research and writing. Meets the state composition requirement.

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: (MMC3123 or MMC 3104C), JOU 3003, MMC 3003 and 2.85 cumulative GPA. Corequisite: JOU 3003

JOU 3121 Finding Stories in Data (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 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, JOU 3117, and 2.85 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 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, JOU 3117, and 2.85 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: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3117, and 2.85 cumulative GPA. (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 3003, MMC 3303, (MMC 3123 or MMC 3104C), IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, JOU 3117, and 2.85 cumulative GPA.

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 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 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, and 2.85 cumulative GPA.

JOU 4101 In-Depth Reporting (3). Advanced instruction and practice in researching, reporting and writing a variety of complex news stories. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3117, and 2.85 cum GPA.

JOU 4447 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 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3117, and 2.85 cum 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 3003, MMC 3303, (MMC 3123 or MMC 3104C), IDS 3309, MMC 4200, VIC 3400, RTV3531, JOU 3003, JOU 3117, VIC 4001, JOU 3300 and 2.85 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 Journalism + Media 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 SCJ Journalism + Media Department.

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 3123 Writing Fundamentals for Communicators (3). Writing Fundamentals for Communicators applies principles of writing for professional communications in advertising, broadcast, digital media, scholarship, journalism and public relations. Prerequisites: ENC 1101 and ENC 1102.

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: MMC 3003, MMC 3303, MMC 3123, and IDS 3309.

MMC 3250 The Communication and Media Industry (3). An examination of the changing business models of the 21st century U.S. media and communications industry.

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 3932C Intense Pods (1). This course aims to provide intensive instruction on a particular topic or skills not otherwise offered in the curriculum. This course is repeatable.

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.

MMC 4350 Broadcast and Digital Newscast Production (3). This course will emphasize instruction on producing newscasts by learning to position news stories based on journalistic news values, newsroom leadership skills and knowledge of the market. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, JOU 3117, RTV 4320, and 2.85 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: MMC 3003, MMC 3303, (MMC 3123 or MMC 3104C), IDS 3309, MMC 4200, VIC 3400 ADV 3008, PUR 3000, ADV 4323, MMC 4609, 2.85 cum 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.

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.

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 4941C Journalism + Media Internship (0-3). This internship is designed to enhance the learning experience through intense critical analysis and skills building in a relevant work environment. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, DIG 3001, JOU 3003, RTV 3007, 2.85 cumulative GPA.

MMC 4945 Communication Internship (0-3). 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: Permission of the Department Chair or Department Internship Advisor.

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

MMC 5268 Communication in the Digital Age (3). This course is designed to develop and enhance students' understanding of the foundations for digital communication, including an overview of the historical development of digital communication.

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 3003, MMC 3303, (MMC 3123 or MMC 3104C), IDS 3309, MMC 4200, VIC 3400, PUR 3000, 2.85 cumulative GPA, or admission to Strategic Communication certificate (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 3003, MMC 3303, (MMC 3123 or MMC 3104C), MMC4200, VIC3400, IDS 3309, ADV 3008, PUR 3000, 2.85 cumulative GPA, admission Strategic Communication Certificate 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 3003, MMC 3303, (MMC 3123 or MMC 3104C), IDS 3309, MMC 4200, VIC 3400, PUR 3000, PUR 4100, 2.85 cumulative GPA, or admission Strategic Communications Certificate. (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 3007 Introduction to Television (3). Introduction to the history, regulation, industry structure and impact of television.

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 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 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, and 2.85 cumulative GPA.

RTV 3511 Video Studio Production (3). Use of television studio equipment and techniques in production of programs, newscasts, documentaries, commercials, training and video productions. Introduction to basic video directing. Prerequisites: MMC 3003, MMC 3303, (MMC 3123 or MMC 3104C), IDS 3309, MMC 4200, VIC 3400, RTV 3531, RTV 3007, RTV 4101, and 2.85 cumulative GPA (Equipment fee assessed)

RTV 3531 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: (MMC3123 or MMC3104C), VIC3400 [(MMC3003, and 2.85 cumulative GPA), or admission to Visual Production Certificate] Corequisite: VIC3400. (Equipment fee assessed)

RTV 3571 Video Post Production (3). Advanced post production techniques using A & B rolls, complex audio mixes and their preparation and execution. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, DIG 4293, RTV 3511, and 2.85 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 Video Production (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 3003, (MMC 3123 or MMC 3104C), RTV 3007, and 2.85 cumulative GPA
Corequisites: RTV 3007 (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 3003, (MMC 3123 or MMC 3104C), IDS 3309, MMC 3303, MMC 4200, VIC 3400, RTV 3531, JOU 3117, 2.85 cumulative GPA (Equipment 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 3003, (MMC 3123 or MMC 3104C), IDS 3309, MMC 3303, MMC 4200, VIC 3400, RTV 3531, JOU 3117, RTV 4320, (RTV 4350 or RTV 4332), 2.85 cumulative GPA

RTV 4332 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: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, JOU 3117, RTV 4320, and 2.85 cumulative GPA. (Supplies fee assessed)

RTV 4350 Broadcast and Digital Newscast Production (3). This course will emphasize instruction on producing newscasts by learning to position news stories based on journalistic news values, newsroom leadership skills and knowledge of the market. Prerequisites: MMC 3003, (MMC 3123 or MMC 3104C) IDS 3309, MMC 3303, MMC 4200, VIC 3400, RTV 3531, JOU 3117, and 2.85 cumulative GPA.

RTV 4521 Videography Advanced (3). Advanced techniques in single camera production, field lighting and sound recording. Advanced techniques using non-linear editor. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, RTV 3007, RTV 4101, DIG 4293, and 2.85 cumulative GPA. (Equipment fee assessed)

RTV 4661C 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. Corequisite: RTV4521
Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, RTV 3007, RTV101, DIG 4293, RTV 3511, and 2.85 cum GPA (Supplies fee assessed)

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 News Visualization (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: MMC 3003, MMC 3303, MMC 3123, or MMC 3104C, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, JOU 3117, and 2.85 cumulative GPA.