

School of Journalism & Mass Communications

Graduation requirements and regulations for every academic program are provided in this catalog; however, this catalog is for informational purposes only and does not constitute a contract. Degree and program requirements and course descriptions are subject to change.

In most cases, you will use the catalog of the year you entered KU (see your advisor (<http://www.advising.ku.edu/>) for details). Other years' catalogs (<https://catalog.ku.edu/archives/>)»

Bachelor of Science in Journalism and Mass Communications (<https://catalog.ku.edu/journalism-mass-communications/bs/>)
 Minor in Journalism and Mass Communications (<https://catalog.ku.edu/journalism-mass-communications/minor/>)
 Master of Science in Digital and Integrated Marketing Communications (<https://catalog.ku.edu/journalism-mass-communications/ms-digital-content-strategy/>)
 Master of Science in Journalism and Mass Communications (<https://catalog.ku.edu/journalism-mass-communications/ms/>)
 Doctor of Philosophy in Journalism and Mass Communications (<https://catalog.ku.edu/journalism-mass-communications/phd/>)
 Graduate Certificate in Social Media Strategy (<https://catalog.ku.edu/journalism-mass-communications/social-media-strategy-gcert/>)

The School of Journalism and Mass Communications

Values

The William Allen White School of Journalism and Mass Communications (<http://www.journalism.ku.edu/>) is guided by a set of core values. We value

- A diverse, collaborative, and dynamic student-centered environment.
- Excellence in learning, teaching, and mentoring.
- Free expression and conscientious, ethical journalism as cornerstones of a democratic society.
- Critical and creative thinking.
- Meaningful research and creative activity.
- Imaginative outreach and collaboration on this campus, in Kansas, and in the profession of journalism.

Mission

The mission of the school is to teach students to think critically and creatively while preparing them for careers in journalism, mass communications, and related fields and for graduate study. Graduates will

- Appreciate the value of freedom of expression and its importance in society.
- Be able to analyze mass media critically.
- Have an ethical framework for the practice of journalism and mass communication.
- Demonstrate understanding of the value of a diverse society, a diverse workplace, and the importance of reflecting that diversity in mass media.

- Demonstrate an understanding of the impact of changing media technologies on society.
- Demonstrate effective production and presentation skills for the media.
- Demonstrate an understanding of the importance of research for adding new knowledge and an ability to employ research techniques for analysis and interpretation.
- Demonstrate understanding of how communications organizations function and the important management issues they face.

The school is accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Facilities

Stauffer-Flint Hall and Dole Human Development Center

The school's classrooms, laboratories, student media, and faculty offices are in Stauffer-Flint Hall and Dole Human Development Center. The school's Dean's office, Student Services staff, The Agency, The University Daily Kansan, Media Crossroads, KUJH-TV, JBar, Bremner Editing Center, and the Carole Jackson Moreno Resource Center are in Stauffer-Flint. The Dole Center houses multimedia labs, graduate student offices, classroom space and the office of the Kansas Scholastic Press Association.

Journalism Student Services

Journalism Student Services includes staff from undergraduate recruitment, career and outreach services, and undergraduate advising and records. For prospective student questions about admission to KU from a high school or transfer institution, please contact our Recruitment Coordinator at jmcrecruitment@ku.edu. For current KU students seeking admission to the School of Journalism and Mass Communications, contact jadvising@ku.edu. Students who need advising, enrollment and graduation planning and assistance should also email jadvising@ku.edu.

Journalism Resource Center

Desktop computers, professional publications, copies of major national and state newspapers, and reference and research materials are available in the Carole Jackson Moreno Resource Center, 210 Stauffer-Flint Hall. Students enrolled in JMC classes may check out laptops, cameras, mics and other equipment through the resource center.

Undergraduate Programs

The school offers the Bachelor of Science (<https://catalog.ku.edu/journalism-mass-communications/bs/>) degree in Journalism and Mass Communications. The program prepares students for careers in advertising, corporate communications, digital marketing communications, news, writing and editing, management, sports media, content creation, and sales in traditional media and emerging and converged media.

The school also offers a minor in journalism and mass communications (<https://catalog.ku.edu/journalism-mass-communications/minor/>).

Courses for Nonmajors

All KU students may take:

Code	Title	Hours
JMC 101	Media and Society	3
JMC 104	Words at Work: Writing Essentials	3
JMC 150	Presenting to Audiences	3
JMC 177	First Year Seminar: _____	3
JMC 201	Current Issues in Journalism	3
JMC 205	Career Exploration and Planning	1
JMC 210	Basic Video Production	2
JMC 211	Tech Tools: Audio / Video	1
JMC 212	Tech Tools: Graphic Design	1
JMC 213	Tech Tools: Visuals	1
JMC 214	Tech Tools: Presentation	1
JMC 215	Tech Tools: Web Coding	1
JMC 260	Agency: Introduction	3
JMC 300	Visual Storytelling	2
JMC 302	Information Exploration	3
JMC 308	Ethics in a Wired World	3
JMC 315	Health and Science Communication	3
JMC 319	Topics in Journalism and Mass Communications: _____	1
JMC 320	Introduction to Digital Marketing Communications, Advertising and Public Relations	3
JMC 330	Sports Media in the 21st Century	3
JMC 408	Media Law and Ethics	3
JMC 488	Laboratory in Media Production	1-3
JMC 503	History of Journalism and Mass Communication	3
JMC 534	Diversity in Media	3
JMC 540	Sports, Media and Society	3
JMC 590	International Journalism	3
JMC 608	Ethics and Professional Practice	3
JMC 611	Sales Strategies	3
JMC 613	Global Communications	3
JMC 618	First Amendment and Society	3

Junior standing is required for:

Code	Title	Hours
JMC 503	History of Journalism and Mass Communication	3
JMC 540	Sports, Media and Society	3
JMC 611	Sales Strategies	3
JMC 613	Global Communications	3
JMC 618	First Amendment and Society	3

Students in professional schools who wish to take any other journalism course should consult their schools and the Journalism Student Services Office, 117 Stauffer-Flint Hall.

Internships

Through the Career Center (<https://journalism.ku.edu/career-center/>), the school enables students to gain professional experience working as interns. Internships vary in time of year, duration, location, compensation, and required course work or other experience. Many students complete internships during the summer, but they also are available during the school year. Staff members provide further guidance on opportunities and requirements.

Study Abroad

Journalism students study abroad in a variety of locations. Students should work with their journalism advisor and the Office of Study Abroad and Global Engagement (<https://studyabroad.ku.edu/>).

University Honors Program

The school encourages qualified students to participate in the University Honors Program (<http://www.honors.ku.edu/>).

Graduate Programs

The William Allen White School of Journalism and Mass Communications offers an online master's program in Digital and Integrated Marketing Communications, an in-person master's program for Major General Edwin "Forrest" Harding Fellows through the U.S. Army, and a Ph.D. program in Journalism and Mass Communications in Lawrence, KS.

Our online master's program in **Digital and Integrated Marketing Communications** trains graduates to build skills in digital marketing disciplines while also offering strategic marketing communications training from a managerial perspective. With course groupings in Digital Marketing, Social Media Strategy and Integrated Marketing Communications, students can advance their careers as working professionals. The master's degree is earned by completing two of the three groupings. All classes are online. The program requires 30 hours of coursework to earn a master's degree.

The **Major General Edwin "Forrest" Harding Fellows program** through the U.S. Army to earn a Master of Science in Journalism and Mass Communications provides training for students who will be managing military publications. The 30-hour, one-year program prepares pre-approved military students to manage media content, build audiences and direct military publications. The students must complete all the required course work and a media seminar project to earn the master's degree.

The **Ph.D. program** in Journalism and Mass Communications is small and, therefore, selective. We admit four to six students per year to ensure close work with the faculty. We expect our students' scholarly and research interests to intersect with those of our faculty. Students who hold a master's in journalism complete at least 40 hours for the degree. The student completes study of appropriate research skills, designed in consultation with the faculty advisor. The student also must meet KU's requirements for dissertation hours.

Undergraduate Scholarships and Financial Aid

All students with financial need should apply for Financial Aid and Scholarships (<https://financialaid.ku.edu/apply-for-aid/>). This office awards scholarships to incoming first-year students based on academic merit.

The School of Journalism and Mass Communications has a limited number of scholarships provided by donors who often specify the majors or the geographic areas from which recipients may be selected. Most scholarships from the school are reserved for students already admitted to our major. To receive a need-based scholarship from journalism, the student must have submitted the FAFSA form (<https://studentaid.gov/h/apply-for-aid/afsa/>) and been determined to be eligible. Merit-based scholarships also are offered.

Scholarship applications are typically available beginning in October. The application deadline is typically in December. Notices of scholarships awarded by national journalism organizations are posted in Stauffer-Flint Hall and the Dole Center when they are received.

Graduate Fellowships and Assistantships

For information about graduate assistantships, contact the School of Journalism and Mass Communications.

Visit the Graduate Studies website for information about funding opportunities (<https://graduate.ku.edu/funding/>) for graduate students at KU.

Financial Aid and Scholarships (<https://financialaid.ku.edu/apply-for-aid/>) administers grants, loans, and need-based financial aid.

Undergraduate University Regulations

For information about university regulations, see Regulations (<https://catalog.ku.edu/regulations/>) or visit the University of Kansas Policy Library (<http://www.policy.ku.edu/>).

Change of School

To change from one school to another, you must submit a Change of School form online (<https://registrar.ku.edu/change-school/>). Admission requirements are outlined in the catalog and on the School's website.

Credit/No Credit

A Credit/No Credit option is available to all degree-seeking undergraduates. You may enroll in one course a semester under the option, if the course is not in your major or minor. For more information, visit the KU Policy Library (<http://policy.ku.edu/>).

Warning: Certain undesirable consequences may result from exercising the option. Some schools, scholarship committees, and honorary societies do not accept this grading system and convert grades of No Credit to F when computing grade-point averages.

Journalism courses or courses in another school's major or minor may not be taken for Credit/No Credit.

Graduation with Distinction and Highest Distinction

Students who rank in the upper 10 percent of their graduating class graduate with distinction. The upper third of those awarded distinction graduate with highest distinction. In addition to a student's academic record, other factors may be considered.

Honor Roll

Students with grade-point averages of 3.75 who have completed at least 12 hours with letter grades are recognized on the honor roll or dean's list in fall and spring. Credit/No Credit grades are not accepted. S grades are accepted. An Honor Roll notation appears on the transcript.

Maximum and Minimum Semester Enrollment

The normal enrollment is 15 to 16 hours a semester. A 12-hour enrollment is considered a minimum full-time enrollment. Enrollment in more than

18 hours a semester, or more than 9 hours during the summer session, requires special permission from the assistant dean for student services.

Nonresidence Study Before the Last 30 Hours

Before the last 30 hours required for the degree, students may, under certain conditions, take courses at other institutions and transfer the credit to KU. Before enrolling in a nonresidence course, check on how your courses will transfer to KU (<https://admissions.ku.edu/transfer-requirements-deadlines/transfer-college-credits/>). After completing the coursework, you must request that an official transcript be sent to the Office of Admissions, (<https://admissions.ku.edu/>) 1502 Building, 1502 Iowa Street, Lawrence, KS 66045, 785-864-3911. For transcripts to be official, they must be sent from the college or university directly to KU. Faxed transcripts are not accepted for posting of transfer credit.

Nonresidence credit includes all credits from another college or university taken after initial enrollment at KU, military service courses, and other undergraduate course work not formally offered in the Schedule of Classes (<http://classes.ku.edu/>).

Prerequisites and Corequisites

Course prerequisites are strictly enforced. Students are administratively dropped from courses for which they do not meet prerequisites. Waiver is not granted if the prerequisite course was taken and failed or taken and not completed.

Probation

Students admitted to the school must do the following in order to remain in the school in good standing:

- Maintain a 2.5 cumulative KU grade-point average and a 2.5 journalism grade-point average.

Students failing to meet the condition above are placed on probation for 1 semester. If a student does not raise their cumulative KU and/or journalism grade-point averages to 2.5, they are dismissed from the school.

Repetition of Courses

The School of Journalism and Mass Communications follows the university's course repeat and grade replacement policy.

Required Work in Residence

No baccalaureate degree is granted to a student who has not completed at least 30 semester credit hours of residence courses at KU. No exceptions are granted.

Time Limits

Students are encouraged to complete the undergraduate degree in 4 years or less. Students experiencing a break in enrollment may return within five years of the last class they attended as an enrolled undergraduate journalism student and complete their coursework under the requirements in place at the time they left. They must maintain continuous enrollment to finish their coursework after they re-enroll.

If it has been longer than five years, students may be readmitted under the current degree requirements in place when they return.

Transfer of Credit

CredTran (<https://creditransfer.ku.edu/>) is a transfer course equivalency system that lists more than 2,200 colleges and universities from which KU has accepted transfer courses in the past. If your school or course is not listed, your evaluation will be completed when you are admitted to KU.

A maximum of 18 hours of undergraduate JMC coursework may be applied from another institution. Courses with grades of D+ or lower are not accepted for transfer credit.

Graduate University Regulations

For information about university regulations, see Regulations (<https://catalog.ku.edu/regulations/>) or visit the University of Kansas Policy Library (<http://www.policy.ku.edu/>).

Journalism Career Center

The Career Center (<https://journalism.ku.edu/career-center/>), 120 Stauffer-Flint Hall, helps students find internships and jobs. Each year, leading media outlets, advertising agencies, and corporations in the state and the nation visit campus to interview students. The Career Center also maintains an online database of internships and jobs that is updated frequently.

Courses

JMC 101. Media and Society. 3 Credits. GE3S SWT AH

Introductory course open to all KU students. The course emphasizes the use of critical and creative thinking as tools to better consider the reliability of information received through newspapers, magazines, radio and television, online media, trade publications, advertising, and business communications. The class also surveys media ethics, economics, technology, and the function and impact of media on a free society. The course is designed for pre-journalism students, students considering journalism as a major, and students from other disciplines who take it as an elective. Not open to seniors. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum.

JMC 104. Words at Work: Writing Essentials. 3 Credits. GE21

This course introduces the formats and language used in professional writing. This course also covers structure, usage, clarity, punctuation and other mechanics, which students apply in writing. Students will learn proper attribution practices, write pieces in various formats and practice the revision process. The course is designed for beginning journalism students, students considering journalism as a major, and students from other disciplines who wish to improve their writing skills and learn principles of professional writing. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum.

JMC 150. Presenting to Audiences. 3 Credits. GE22

The ability to inform or persuade confidently through presentation is an incalculable skill no matter where students choose to direct their careers. This course introduces students to presentation approaches, effective oral communication fundamentals, audience analysis, support technologies and structural development. Students will assess their own communication styles and strengths, understand presentation purposes and types, research, edit and organize material, use graphics concepts and techniques to design formats for value-added content, and practice coherent, relevant and well-articulated stories. Students will apply what they learn in a variety of situations, from individual expository speeches to group business proposals. Open to all undergraduate students.

JMC 177. First Year Seminar: _____. 3 Credits. GE11 GLBC

A limited-enrollment, seminar course for first-time freshman, organized around current issues in journalism or media. Course is designed to meet the critical thinking learning outcome of the KU Core. First year seminar topics are coordinated and approved by the Office of Academic Programs and Experiential Learning. Prerequisite: Open to Freshmen only (less than 30 hours).

JMC 201. Current Issues in Journalism. 3 Credits.

An in-depth investigation of a current event or issue confronting the various professions of journalism. The class will examine the implications of the event/issue for professional values, ethics, diversity and free expression. Prerequisite: JMC 101 with a grade of 2.0 or better.

JMC 205. Career Exploration and Planning. 1 Credits.

This course will provide students instruction in career planning connected to their major and ultimately life after graduation. Topics include career interests and work styles. Prerequisite: JMC 101 and JMC 104 with a C (2.0) or higher. Not open to seniors.

JMC 210. Basic Video Production. 2 Credits.

This course instructs and prepares students to work with multiple media-studio and live production. This is a lab-intensive course designed with live newsroom and live in-the-field productions. Students will have the opportunity to learn behind the scene skills; studio and live camera, floor directing, lighting, audio, basic PhotoShop and field producing skills in production of newscasts and other reports. May be taken twice.

JMC 211. Tech Tools: Audio / Video. 1 Credits.

This hands-on course helps students develop skills in audio and video production and editing using industry standard tools including Audition, Premiere and Rush.

JMC 212. Tech Tools: Graphic Design. 1 Credits.

This hands-on course will help students develop graphic design skills to create vector graphics, documents and mockups in InDesign, Illustrator and XD.

JMC 213. Tech Tools: Visuals. 1 Credits.

This hands-on course will allow students to develop basic skills in mobile photography, image editing, and animation using Photoshop, Lightroom and After Effects.

JMC 214. Tech Tools: Presentation. 1 Credits.

This hands-on course will help students develop visual presentation skills and an awareness of accessibility issues in Powerpoint, Keynote and Google Slides.

JMC 215. Tech Tools: Web Coding. 1 Credits.

This hands-on course helps students build skills in Wordpress as well as basic coding in HTML and CSS.

JMC 260. Agency: Introduction. 3 Credits.

The course familiarizes students with the business, roles, scope and culture of the strategic communications business, including its advertising, public relations and related components. It includes an introduction to brand and creative messaging strategy, critical and creative thinking processes. It also focuses on developing a toolbox of principles for evaluating critical thinking and creative ideas. This class is a prerequisite or corequisite to working in The Agency.

JMC 300. Visual Storytelling. 2 Credits.

This course is about understanding how an idea becomes something you can see and how the media use visuals in the most efficient and effective ways possible. Students will develop a visual vocabulary and personal aesthetic as they expand their skills in the use of the digital toolbox-including presentation design, and the use of graphics, typography, color, photography (still and video) and audio. They will put their learning into practice through production of visual projects for diverse audiences

served by print, online and broadcast media. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: JMC 101 with a grade of 2.0 or better. It is highly recommended that students take at least one Tech Tools section concurrently.

JMC 302. Information Exploration. 3 Credits. GE11

This course addresses the central role of information literacy and information sources in news and strategic communication. Students learn to gather information by using a wide range of research tools and techniques. They advance their critical thinking by practicing to evaluate the credibility of the information sources they access. They learn to analyze and synthesize the information they collect, in preparation to communicate it. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum.

JMC 304. Media Writing for Audiences. 3 Credits. GE21

This course will emphasize journalistic and strategic writing in creating coherent and engaging content. It will build on JMC 104, helping students sharpen their writing and interviewing skills for text and audio/video and sharpen their judgment in choosing information, sources and story forms. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Students must be admitted to the School of Journalism and Mass Communications, journalism minor or in an approved concentration in order to enroll in JMC 304. Prerequisite: JMC 101, and JMC 104 or passage of the School's Grammar Basics course. May be taken after or concurrently with JMC 302.

JMC 305. Writing for Media, Honors. 3 Credits. GE21

An Honors section of JMC 304. This course will emphasize journalistic and strategic writing in creating coherent and engaging content. It will build on JMC 104, helping students sharpen their writing and interviewing skills for text and audio/video and sharpen their judgment in choosing information, sources and story forms. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Students must be admitted to the School of Journalism and Mass Communications, journalism minor or in an approved concentration in order to enroll in JMC 305. Prerequisite: JMC 101, and JMC 104 or passage of the School's Grammar Basics course. May be taken after or concurrently with JMC 302. Open only to students in the KU Honors Program.

JMC 308. Ethics in a Wired World. 3 Credits. AE51

Through surveying and applying theories, principles and critical-thinking strategies, students will discover how to make ethical decisions in everyday life and decisions around personal and professional use of media. Students will examine and strive to resolve specific ethical dilemmas inherent in social media, the news media, and more. Course is not open to students enrolled in the School of Journalism and Mass Communications.

JMC 309. Data Storytelling. 3 Credits.

This course will prepare students to draw conclusions from data and statistical evidence, in order to generate insights, support managerial decisions, and communicate compelling stories. Students learn and practice all components of the data workflow, including accessing and collecting data, assessing the credibility of data, using spreadsheets to organize and analyze data, drawing inferences from data, and communicating data with text and visualizations. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: JMC 302 with a grade of 2.0 or better. Students must be admitted to the School of Journalism and Mass Communications, journalism minor or in an approved concentration to enroll.

JMC 315. Health and Science Communication. 3 Credits.

This course introduces students to principles of digital marketing communication, advertising and public relations in the context of health and science communication. Students learn how these principles can

be applied to (1) promote behaviors and causes that aim to improve life and wellbeing, (2) strategically respond to health and environmental challenges, and (3) address misinformation or disinformation pertaining to health and science communication. Particular attention is paid to the effects of health and science communication on underserved populations. Students learn best practices in the field, including ethical considerations and legal requirements, and work on assignments to communicate with diverse audiences.

JMC 319. Topics in Journalism and Mass Communications:

_____. 1 Credits.

A brief overview of a skill or concept relevant to journalism and mass communications. Prerequisites vary depending on topic; see Notes for specifics. May be repeated for credit up to three times for three hours maximum. Prerequisite: Varies by topic.

JMC 320. Introduction to Digital Marketing Communications, Advertising and Public Relations. 3 Credits.

Students develop an understanding of how communication practitioners develop effective, research-based digital integrated marketing communications plans to accomplish their goals. It examines the role of communications in strategic planning and explores career opportunities in professions such as digital marketing communications, advertising and public relations. JMC 320 provides insight into how communicators use critical and creative thinking to gather, organize, evaluate and deliver information in a culturally diverse environment. JMC 320 provides the foundation for core courses in the Digital Marketing Communications, Advertising and Public Relations concentration. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: Completion of JMC 101 with a grade of C (2.0) or higher.

JMC 330. Sports Media in the 21st Century. 3 Credits.

This course examines the role of mass media in shaping and influencing sports and popular culture. Students will be prompted to think critically about historical and current media practices as they relate to sports and their role in society. The course is designed for pre-journalism students, students considering journalism as a major, and students from other disciplines who take it as an elective. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum.

JMC 340. Creative Concepting. 3 Credits.

This course focuses on fundamental concepting skills necessary for creative content development from ideation to concept presentation. Students will explore and work through the creative concepting process to inspire and produce creative media. Ideation and concepting projects are grounded in real-world messaging challenges and audience understanding. Requirement: Must obtain a grade of C (2.0) or above to advance in the curriculum. Prerequisite: Admission to the School of Journalism and Mass Communications and JMC 101, JMC 104 and JMC 260.

JMC 341. Applied Video Editing. 1 Credits.

This hands-on course will help students build their video editing and motion graphic skills. Students will consider brand voice and audience needs while building a variety of video content. Students will explore which types of videos are most effective on different platforms and apps. Note: Students need regular access to Adobe Creative Suite. Prerequisite: JMC 211.

JMC 342. Applied Graphic Design. 1 Credits.

This hands-on course will help students solve media design problems using graphic design. Students will consider brand voice and audience needs while building digital portfolio pieces. Note: Students need regular access to Adobe Creative Suite. Prerequisite: JMC 212.

JMC 345. Audience Experience. 3 Credits.

This course teaches students to research, understand, develop, and produce creative content for diverse audiences across an audience journey in a multimedia, omnichannel digital environment. Known as audience experience, or brand experience, this set of principles and skills is fundamental to the development of creative content in a digital, multi-platform, multi-screen audience environment. Requirement: Must obtain a grade of C (2.0) or above to advance in the curriculum. Prerequisite: Admission to the School of Journalism and Mass Communications and JMC 101, JMC 104, and JMC 260 or JMC 330.

JMC 406. Media Practicum. 1-3 Credits.

The Media Practicum provides students opportunities to earn credit while gaining practical education and experience working in units of campus media, including the University Daily Kansan/Jayhawk Media Group, KUJH-TV and Media Crossroads, as well as community-based media organizations associated with the William Allen White School of Journalism and Mass Communications, including the Statehouse news bureau and the Eudora Times. Students complete work under supervision of an instructor with defined outcomes and measures, preparing them for work in the media profession. One hour of credit per semester equates to 60 work hours in campus media. Prerequisite: Prerequisite or corequisite of JMC 304, or permission of instructor.

JMC 408. Media Law and Ethics. 3 Credits. AE51

This course examines the ethical and legal foundations of mass communication in the United States and related challenges inherent in the practice of professional communication. Students will study freedom of expression concepts through the joint lens of First Amendment law and ethical decision-making processes. Both ethical and legal assessments of a variety of speech, persuasive media, and press issues, including privacy, intellectual property, and libel, will be discussed. The course will introduce key ethical and legal theories, codes, and principles and will use case studies and decision-making models to address important challenges within the ethical and legal practices of professional communication. Prerequisite: JMC 101 with a C (2.0) or higher.

JMC 409. Special Topics in: _____. 2-4 Credits.

Prerequisite: Approval of instructor.

JMC 410. Media Photography. 3 Credits.

The study of photography including light, cameras, lenses and exposure combined with the practice of photography for media. Students will learn to photograph news, sports, events and portraits. The course will also stress the ethics and practice of digital editing using software. Students will need frequent access to a camera that conveniently allows for setting ISO, aperture and shutter speed. Prerequisite: JMC 300 with a grade of C (2.0) or above.

JMC 415. Multimedia Reporting. 3 Credits.

Hands-on instruction in the gathering, writing, and presentation of news and information for newspapers, magazines, television, radio, and online media. Student work may appear in campus media. A 75-question test on grammar, usage and AP style will be required as part of the course. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: JMC 302 with a C (2.0) or above and JMC 304 (or JMC 305) with a C (2.0) or above.

JMC 418. Writing for Sports Marketing Communication. 3 Credits.

Sports marketing communication is the strategic process of creating, disseminating and managing sports-related messages and content to reach fans, corporate partners and other important audiences. This course includes instruction in gathering, writing, editing, and tailoring messages and content for audiences in various formats (e.g., text, visual, audio, interactive) through a variety of media channels (e.g., social media, web, email, mobile, TV, radio). A 75-question test on grammar, usage and

AP style will be required as part of the course. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: JMC 302 with a C (2.0) or above and JMC 304 (or JMC 305) with a C (2.0) or above.

JMC 419. Multimedia Editing. 3 Credits.

This course emphasizes principles of editing for written and verbal expression, logic, visual presentation, organization, and news judgment for all forms of media: newspaper, magazine, broadcast, and online. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: JMC 302 with a C (2.0) or above and JMC 304 (or JMC 305) with a C (2.0) or above.

JMC 420. Advanced Digital Marketing Communications, Advertising and Public Relations. 3 Credits.

This course deepens students' exposure to and understanding of digital marketing communications, advertising and public relations. Students use secondary research and social media analytics to develop and evaluate their own online campaign through a series of assignments that build upon each other, such as conducting a situation analysis and proposing a strategic plan. Students identify various communication tactics as well as analyze and discuss opportunities and challenges facing digital marketing, advertising and public relations practitioners, with an emphasis on diversity and ethics. JMC 420 challenges students to use theories of communication and persuasion to solve particular communication problems for specific audiences. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: For students starting at KU Summer 2022 and before: Admission to the School of Journalism and Mass Communications and JMC 320 with a grade of C (2.0) or above. For students starting at KU Fall 2022 and after: Admission to the School of Journalism and Mass Communications, JMC 304, JMC 309, and JMC 320 all with grades of C (2.0) or above.

JMC 430. Communicating Sports Information. 3 Credits.

Students will explore the principles and practices of public relations in sports organizations. Emphasis will be placed on understanding media relations, storytelling with statistics, and skills essential for sports communication professionals, including writing sports news releases and producing video and audio content for diverse sports audiences; understanding the rules of the games; and developing risk management and crisis communication strategies for sports organizations. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Students must be admitted to the School of Journalism and Mass Communications to enroll. Prerequisite: For students starting at KU Summer 2025 and before: JMC 304 (or JMC 305) with a C (2.0) or above, and JMC 320 or 345 with a C (2.0) or above. For students starting at KU Fall 2025 and after: JMC 320 or JMC 345 with a C (2.0) or above, and JMC 418 with a C (2.0) or above.

JMC 440. Creative Video Producing/Directing. 3 Credits.

This course focuses on contemporary perspectives, critical ideas, and advanced techniques, tools, and skills necessary to produce creative video connected to a target audience. Students work in crews or teams to develop, produce, edit, and complete a final video. The course works from concept to final product and includes additional readings and assignments. Must obtain a grade of C (2.0) or higher to advance in the curriculum. Prerequisite: JMC 340 and JMC 345, or permission of instructor. Recommended: JMC 211.

JMC 445. Creative Audio Production and Podcasting. 3 Credits.

In this course, students will learn and apply advanced skills of audio storytelling and production. These skills include identifying a content topic, creating a story, identifying the audience(s), scripting, recording, and editing the audio, and distributing across channels. Students will use these skills to plan and produce a podcast series. Must obtain a grade of

C (2.0) or higher to advance in the curriculum. Prerequisite: JMC 340 and JMC 345, or permission of instructor. Recommended: JMC 211.

JMC 450. Project Management. 1 Credits.

This course covers the fundamental concepts of managing a creative project and some of the technological tools available for a team to manage a project. Requirement: Must obtain a grade of C (2.0) or higher to advance in the curriculum. Prerequisite: JMC 101, JMC 104, and JMC 260 or JMC 304. Co-requisite: JMC 340, JMC 345, JMC 420, JMC 415, or JMC 419.

JMC 460. Research Methods in Digital Marketing Communications, Advertising and Public Relations. 3 Credits.

Students learn the theory and application of quantitative and qualitative research methods for primary data collection and analysis in digital marketing communications, advertising and public relations. The course builds critical thinking and problem solving by teaching beginning researchers how to ask and empirically answer inductive and deductive research questions within the framework of the scientific method. Students will learn how to identify research problems, formulate applied research questions and hypotheses, use appropriate instruments, collect data, analyze, and produce comprehensive, evidence-based reports, both individually and collaboratively. Experiential hands-on activities guide students through designing, managing, and completing multiple qualitative and quantitative projects using traditional and contemporary research technologies and tools. Ethical research practices with a focus on autonomy, inclusivity, and respect for diverse populations and audiences are emphasized. By the end of the course, students will have acquired foundational research methods skills and the ability to effectively assess, interpret, and communicate empirical results for digital media contexts. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: For students starting at KU Summer 2022 and before: Admission to the School of Journalism and Mass Communications and JMC 320 with a grade of C (2.0) or above. For students starting at KU Fall 2022 and after: Admission to the School of Journalism and Mass Communications, JMC 304, JMC 309, and JMC 320 all with grades of C (2.0) or above.

JMC 488. Laboratory in Media Production. 1-3 Credits.

This course offers students an opportunity to work with multiple media-studio and live production. This is a lab-intensive course designed with live newsroom and/or live in-the-field productions. Students will serve as producers/anchors and directors for programming at KUJH, Media Crossroads and other media. No student may earn more than four hours total in JMC 506, JMC 507, and/or JMC 508, and no student may earn more than nine hours combined for course work in JMC 210, JMC 488, JMC 507, and JMC 508. Excess hours of practicum will add hours to the total number of hours needed to meet graduation requirements. Limit of three hours enrollment in JMC 488 in a student's total course work. Prerequisite: JMC 210 or instructor permission.

JMC 500. Topics in Journalism: _____. 1-3 Credits.

Prerequisite: Eight hours of journalism. If a section is designated Advanced Media, the prerequisite is JMC 415 and JMC 419, each with a grade of 2.0 or above.

JMC 503. History of Journalism and Mass Communication. 3 Credits. AE41

A survey of the history of the American media emphasizing appreciation and understanding of the technological, social, and cultural trends affecting newspapers, magazines, radio, and television broadcasters, and online media. The class may focus on one segment of journalism history, which will be listed in that semester's timetable. The course may be repeated when the focus varies. Prerequisite: Junior standing.

JMC 505. Professional Development. 1 Credits.

Preparation in skills needed in seeking internships and permanent employment, including resume and application letter writing, interviewing and professional presentations. Prerequisite: JMC 345, JMC 415, JMC 430 or JMC 460 with a grade of 2.0 or higher.

JMC 506. Directed Studies in Journalism. 1-3 Credits.

Undergraduate research project. Students must submit a written proposal to be approved by the instructor before enrollment. Proposal form can be found on Journalism School website or advising office and must be received by Journalism advising office by the 16th day of the semester. Limit of three hours enrollment in a student's total course work. Prerequisite: 2.5 grade point average overall and in Journalism.

JMC 507. Practicum in Journalism (Professional). 1-3 Credits.

Practical experience in a supervised professional setting. Students enrolled receive credit for professional experience in advertising, public relations, news-editorial, radio, television, photojournalism, video production, project management, content creation, website management, communications, social media and related fields. Supervision is provided by the employer offering the professional experience. Enrollment requires consent of instructor. Students must also be registered with the Journalism Career Center. Students may earn one credit hour for working at least 40 hours over the duration of the semester, two credit hours for working at least 80 hours, or three credit hours for working at least 120 hours. Limit of three hours enrollment in JMC 507 in a student's total coursework. No student may have more than four hours total in JMC 506, JMC 507, and JMC 508. A student is allowed to receive credit and financial compensation. Graded on a satisfactory/unsatisfactory basis. Prerequisite: JMC 345, JMC 415, JMC 430 or JMC 460 with a grade of 2.0 or above, and good academic standing in Journalism and Mass Communications.

JMC 534. Diversity in Media. 3 Credits. AE41

A study of mass media images and portrayals of race, class, and gender in society. The course examines media representations of African-Americans, Latinos, Native Americans, and Asian Americans, as well as media images of masculinity and femininity. The course also explores media images of groups traditionally under-represented in the media, including gays and lesbians, the elderly, the poor, and the disabled. Students study media portrayals in journalism, entertainment, public relations and advertising. The course encourages students to think critically about media images and analyze the role mass media play in reinforcing cultural stereotypes. Prerequisite: 8 hours of Journalism.

JMC 540. Sports, Media and Society. 3 Credits.

The role of mass media in shaping and influencing sports and popular culture. Students will think critically about currently accepted media and sports practices, particularly at the Division I college level. Guest speakers represent media and athletics. Discussion, presentation, paper and essay exam. Prerequisite: Junior standing.

JMC 545. Magazine Publishing. 3 Credits.

This is an entrepreneurial course in which students work in pairs to come up with an idea for a new magazine, write a business plan and design pages for it. In the process, students learn about magazine media today, how to identify need, understand audience and competition, how to plan an editorial product in print and online, how to develop circulation/promotion and advertising plans, and how to create a visual identity for a magazine. Students also learn how to write a business plan persuasively and concisely, and to edit for continuity. The outcome is a portfolio-quality project that demonstrates critical thinking, writing and design skills. Prerequisite: JMC 302 with a grade of C (2.0) or above and JMC 304 (or JMC 305 Writing for Media, Honors) with a grade of C (2.0) or above.

JMC 551. Advanced Multimedia Reporting. 3 Credits.

This course allows students to report stories for the University Daily Kansan and Kansan.com. Students in this course will produce enterprise and spot news content. This section prepares students for internships and upper-level courses. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: JMC 415, and JMC 419 each with a grade of C (2.0) or higher.

JMC 552. Broadcast Reporting. 3 Credits.

This course advances the student's understanding of reporting, writing, shooting and editing video for online and KUJH-TV. The section produces content for KUJH-TV newscasts and for an online audience. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: JMC 415, and JMC 419 each with a grade of C (2.0) or higher.

JMC 553. Advanced Editing and Production. 3 Credits.

In this course, students edit stories, write display type for multiple platforms, work on digital analytics and social media, and prepare news for print and digital publication. The course gives students hands-on experience with editing on deadline and production processes. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: JMC 415, and JMC 419 each with a grade of C (2.0) or higher.

JMC 560. Message Development in Digital Marketing Communications, Advertising and Public Relations. 3 Credits.

Students exercise both critical and creative thinking to develop multimedia writing and design skills. Students begin addressing clients' needs by applying research on product or service benefits, brand identity, competition and audience motivations. The research informs students' creative briefs, which are used to craft messages such as social media posts, advertisements (print and video), and news releases, targeting specific personas. In addition to honing critical thinking skills, students combine strategy, design, writing and production skills to contribute to their professional portfolio. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Prerequisite: JMC 300, JMC 302, JMC 304 (or JMC 305, Honors) JMC 320, JMC 420, and JMC 460 all with grades of C (2.0) or above. Only open to Journalism and Mass Communications majors.

JMC 570. Content Creation & Website Management. 3 Credits.

This course will introduce students to the development and management of websites including the development of creative content, content management systems (CMS), user experience and search engine optimization. Students learn how to approach content, logical organization, hierarchy and navigation for the target audience(s). Students will also learn best practices for website accessibility and use audience analytics to track the website's effectiveness. Will need regular access to Adobe Creative Suite. Students must earn a C (2.0) or better to advance in the curriculum. Prerequisite: JMC 340 and JMC 345, both with a C (2.0) or better, and Junior standing.

JMC 575. Sports Message Strategies. 3 Credits.

This course will emphasize the application of sports communication strategies related to advertising, promotions, marketing communication, and branding. Students will learn to identify and implement appropriate messaging strategies for disseminating information, handling crisis situations, and fostering rapport with relevant sports publics, including media, sponsors, historically marginalized audiences, and existing fanbases. Students will also critically analyze how different platforms influence message strategies. Must be completed with a grade of C (2.0) or higher to advance in the JMC curriculum. Students must be admitted to the School of Journalism and Mass Communications to enroll. Prerequisite: For students starting at KU Summer 2025 and before: JMC 304 (or JMC 305) with a C (2.0) or above, and JMC 320 or JMC 345

with a C (2.0) or above. For students starting at KU Fall 2025 and after: JMC 320 or JMC 345 with a C (2.0) or above, and JMC 418 with a C (2.0) or above.

JMC 585. Multimedia Sports Journalism. 3 Credits.

The course would be a hands-on, in-your-face, portfolio-building opportunity for students who want to venture into sports journalism. It would allow students to write sports stories, do live play-by-play, develop video stories and cover live events. It will also introduce them to sports journalism beyond the playing field. Must obtain a grade of C or higher to advance in the curriculum. Prerequisite: JMC 415 and JMC 419, or JMC 560, all of which must be passed with a C (2.0) or higher, or instructor permission. Students must be admitted to the School of Journalism and Mass Communications in order to enroll in JMC 585.

JMC 590. International Journalism. 3 Credits. AE42

This course explores print, broadcast and online media in industrialized and developing nations. It examines how government rules and restrictions affect press freedoms, examines the effects of technology on access to information, explores how the U.S. media cover news in foreign countries, explores how foreign media cover news events in the United States, and examines coverage of critical current events. The goal of the course is to make students aware of the effects of mass media in a global economy. Prerequisite: Eight hours of Journalism.

JMC 595. Gamification. 3 Credits.

Gamification is the application of the elements of gaming that engage and retain players to entertainment and non-entertainment content. Students in this course will be introduced to key elements of gamification: how to create their own model game: the history of games; models and approaches to drive engagement with gamified content; how psychological (and sometimes physical) rewards drive engagement; the cultural and critical social context for games and gamers; and, the selection of appropriate platforms and approaches for effective games. Students will create a model game using Adobe XC and other applications. Note: Need regular access to Adobe Creative Suite. Prerequisite: Eight hours of Journalism & Mass Communications or permission of instructor.

JMC 600. School Journalism and Publications. 3 Credits.

(Open only to education majors and journalism teachers in elementary and secondary schools.) A study of the use of publications in the teaching of secondary school journalism, and an analysis of problems in supervising school newspapers, magazines, and yearbooks. The course covers staff organization, writing and editing, make-up, typography, advertising, and illustration. Students learn through lectures, projects, practice assignments, and directed study of newspapers, yearbooks, and current teaching materials.

JMC 608. Ethics and Professional Practice. 3 Credits. AE51

This course surveys techniques of moral analysis, argument, and decision-making for use by practitioners in both news and persuasive journalism. It employs classical ethical theory, moral reasoning models, and critical-thinking skills to resolve ethical choices through case studies involving reporters, editors, broadcasters, and practitioners in advertising, marketing, and public relations. Prerequisite: Eight hours of Journalism.

JMC 610. Advanced Visual Media. 3 Credits.

Students will learn advanced photography principles, including documentary photography, use of flash, advanced lighting techniques, advanced software skills, and innovative imaging, as well as integration of still and video images. Emphasis on the creation of a digital portfolio, plus creating or finding an outlet for publication. Students should have semester-long access to a camera with multiple lenses that allows for manual exposure adjustment. Students should also have regular access to a detachable electronic flash. Must obtain a grade of C (2.0) or higher.

Prerequisite: JMC 410 with a grade of C (2.0) or higher, or permission of instructor.

JMC 611. Sales Strategies. 3 Credits.

The class focuses on the important basics of effective communication, attitudinal and strategic business skills that help persuade, convince and influence others. Communications skills such as asking the right questions, learning to present by taking care of your audience, effective listening and writing are all integrated into the class. Also business skills such as time management, customer service, handling objections, negotiations and business development are just a few of the necessary skills to be successful in a marketing, strategic communications or news path career. Experiential learning is a key element of the class as students have the opportunity to work directly with marque companies in the Kansas City/Lawrence area to learn the value of their sales process and unique selling propositions. The interaction with these industry professionals plus classroom guest speakers provide great experiential learning and career networking opportunities. The class also fulfills a requirement for the Certificate in Professional Selling offered through the Business School. Prerequisite: Junior standing.

JMC 612. Visual Design and Production. 3 Credits.

This course approaches design as a visual problem-solving process. Students create a digital portfolio that uses advanced storytelling techniques and showcases digital media competency. The process explores a number of possible solutions, encouraging students to expand their perspectives and to explore innovative and creative approaches. The resulting portfolio builds a bridge from student work to professional practice. Prerequisite: Completion of JMC 300 with a grade of C (2.0) or higher. Must be admitted to the School of Journalism to take JMC 612.

JMC 613. Global Communications. 3 Credits.

This course examines the process by which professional communicators operate in a global multicultural environment. It aims to instill an appreciation for the challenges in communicating across cultures, beginning with research and continuing through examining or creating culturally appropriate messages to be delivered in country-specific ways. The course covers differences among cultures and their communication styles, economic systems, demographics, politics, regulatory environment, research practices and media systems. Through case studies and projects, this course gives students a framework from which to address the challenges of global communications. Final projects may include writing a research paper pertaining to an aspect of global digital marketing communications, advertising and public relations, or creating messages to solve a communication problem for a specific audience. Prerequisite: Junior standing.

JMC 615. Social Media and Emerging Technologies. 3 Credits.

This course examines significant changes in strategic communication approaches brought about by the networked information society. Students will study effective ways for organizations to identify social technographics of key audiences, create social media content, disseminate messages and evaluate social media-based strategic communication initiatives. This course combines theoretical and hands-on approaches to issues. Students will work in groups to analyze, evaluate and develop social media strategies for organizations chosen for their case study research. Prerequisite: JMC 460 with a grade of C (2.0) or above or consent of the instructor. Open to non majors with permission of the instructor.

JMC 616. Financial Basics for Communicators. 3 Credits.

An overview of how business and markets operate; balance sheets, income statements and statements of cash flows; how to create and interpret budgets, particularly for non-profit organizations; key documents and regulations of business; how to use various tools of analysis, and how to make personal finance decisions. Each student follows one public

company for the semester and explores various aspects of its operations. Prerequisite: Junior standing and completion of JMC 415 Multimedia Reporting or JMC 560 (or JMC 435) with a grade of C (2.0) or better. Open to non majors.

JMC 617. Multimedia Management and Leadership. 3 Credits.

The course addresses challenges faced by managers and leaders in traditional and non-traditional environments. The course explores a range of management and leadership concepts, including organizational culture, organizational change, functions of managers, leadership theory, motivation and reinforcement. Also explores in some detail the new world of work and what it means to be a "contingent employee" or "free agent." Prerequisite: At least one course designated as Advanced Media or JMC 460 (or JMC 568). Open to non majors with permission of the instructor.

JMC 618. First Amendment and Society. 3 Credits.

An examination of the history and philosophy of freedom of speech and press and the limitations imposed upon those rights by statute, common law, and court decisions resolving conflicts with other constitutional rights. Critical-thinking skills and case analysis focus on the roles, rights, and responsibilities of the news and persuasive media in a free society. This course is open to all students at the University of Kansas. It emphasizes the importance of freedom of expression in a free society. Students study key media law court decisions and explore free speech issues more broadly to embrace the philosophical thinking that led to the development of the First Amendment. Prerequisite: Junior standing.

JMC 620. TV News-Advanced Media. 3 Credits. AE61 CAP

This course instructs and prepares students to work with multiple media-writing, reporting, web, graphics and live elements-to tell stories on the appropriate media platform. This is a lab-intensive course designed with live newsroom and live in-the-field reporting. Students will also have the opportunity to use producer and directing skills in production of newscasts and other reports. Classroom discussions will concentrate on refining and developing the skills you've learned in previous broadcast news courses, and on discussion and critical evaluation of professional standards and ethics. We will hold critique sessions of your lab work. We try to maintain flexibility in the class discussion topics in order to make them relevant to your lab work and to current issues in broadcast journalism. Requirement: Must obtain a grade of C (2.0) or higher. Prerequisite: JMC 551, JMC 552, or JMC 553 with a grade of C (2.0) or higher. Only open to Journalism majors. Students must be in good academic standing to take this course.

JMC 625. Digital Media Tools-Advanced Media. 3 Credits. AE61 CAP

In Digital Media Tools, students learn to negotiate multiplatform newsrooms, acquiring skills in online production, audience engagement, analytics, social media account management and interactive multimedia storytelling. Must obtain a grade of C (2.0) or higher. Prerequisite: JMC 551, JMC 552 or JMC 553, or both JMC 420 and JMC 460, with a grade of C (2.0) or higher, or instructor permission. Only open to Journalism and Mass Communications majors. Students must be in good academic standing to take this course.

JMC 626. Multimedia Sports Journalism-Advanced Media. 3 Credits.

This course offers students practical experience in the production of compelling sports stories that reach beyond the playing surface. Multimedia tools will be used to examine social, economic, political, racial and personal issues involving athletes and athletics. Must obtain a grade of C (2.0) or higher. Students must be admitted to the School of Journalism and Mass Communications and in good academic standing to enroll in JMC 626. Prerequisite: JMC 551, JMC 552 or JMC 553 with a C (2.0) or higher.

JMC 630. Depth Reporting-Advanced Media/Capstone. 3 Credits. AE61 CAP

This is an enterprise reporting class designed to give students hands-on experience covering important issues that impact individuals and communities in Kansas and beyond. Students will produce multimedia stories that include government, social and cultural issues, business, human interest, and non-profit agencies. Requirement: Must obtain a grade of C (2.0) or higher. Prerequisite: JMC 551, JMC 552, or JMC 553 with a grade of C (2.0) or higher. Students who started at KU prior to Fall 2012 only need to complete JMC 415 and JMC 419 with a grade of C (2.0) or higher as a prerequisite. Only open to Journalism majors. Students must be in good academic standing to take this course.

JMC 635. Statehouse Reporting-Advanced Media/Capstone. 3 Credits. AE61 CAP

The purpose of this class is to provide students with an immersive public affairs reporting experience at the State Capital in Topeka while covering the important statewide issues of the day. Students will be assigned to cover the statehouse for specific media outlets and assist those media in fulfilling their public-service missions to their communities. Requirement: Must obtain a grade of C (2.0) or higher. Prerequisite: JMC 551, JMC 552, or JMC 553 with a grade of C (2.0) or higher. Only open to Journalism majors. Students must be in good academic standing to take this course.

JMC 636. Documentary-Advanced Media/Capstone. 3 Credits. AE61 CAP

The study of the field and functions of non-broadcast television: the use of video by business, educational, medical, governmental, and non-profit organizations. Students plan and produce typical video materials, such as training tapes, employee orientations, community relations, new product demonstrations and self-paced instructional programs, designed for both internal and external audiences. Must earn a C (2.0) or higher. Prerequisite: JMC 551, JMC 552, or JMC 553 with a grade of C (2.0) or above. Only open to Journalism majors. Students must be in good academic standing in order to enroll in JMC 636.

JMC 640. Campaigns in Digital Marketing Communications, Advertising and Public Relations. 3 Credits. AE61 CAP

Students produce a campaign to solve a communication problem for an established organization. Students work with an actual client to develop a campaign from the initial research to the final recommendation. By applying the knowledge, experience and skills gained in previous courses, students confirm their readiness to enter the profession. Requirement: Must obtain a grade of C (2.0) or above. Prerequisite: Senior standing, good standing in the School of Journalism and Mass Communications, and JMC 420, JMC 460, and JMC 560 all with grades of C (2.0) or above.

JMC 645. Media Arts Capstone. 3 Credits. AE61 CAP

All students in the Media Arts & Production concentration are required to take the Media Arts & Production capstone course during or near their final term. The culmination of all prior coursework, this course requires students to complete a significant creative body of work connected to a strategic enterprise or messaging campaign connected to a target audience. This is the required final course in the Media Arts & Production concentration in the William Allen White School of Journalism and Mass Communications. Need access to Adobe Creative Suite. Requirement: Must obtain a grade of C (2.0) or higher. Prerequisite: JMC 340 and JMC 345 plus 6 hours of Media Arts & Production electives, all with grades of C (2.0) or above, and Junior standing. Only open to Journalism & Mass Communications majors. Students must be in good standing to take this course.

JMC 650. Magazine Writing-Advanced Media. 3 Credits. AE61 CAP

Students in the course will produce different kinds of articles (departments and longer stories that fit key categories in magazines, including service articles, profiles and informational articles) for a real magazine. The magazine could be in print, online or take some other form. Students will gain an understanding of different parts of a magazine, the difference between departments and articles, and how to report and write short articles and longer substantive stories. Must obtain a grade of C (2.0) or higher. Students must be in good academic standing in order to enroll in JMC 650. Only open to Journalism students. Prerequisite: JMC 551, JMC 552, or JMC 553 with a grade of C (2.0) or higher. Only open to Journalism majors. Students must be in good academic standing to take this course.

JMC 660. Professional Capstone - Advanced Media/Capstone. 3 Credits. AE61 CAP

Students build on their student media experiences by working at a professional news outlet, where they are expected to generate or produce material that contributes to the published journalism content of that media outlet. Students may work across a variety of news functions including, but not limited to, reporting, editing, videography, producing, directing, design, photography or web/social production. Instructor will meet with students and their supervisors for individual mid-semester and end-of-semester conferences/evaluations. Successful completion of the course requires students to prepare a résumé reel or portfolio of their work and have that work evaluated by a news professional. Must obtain a grade of C (2.0) or higher. This class meets the Journalism School requirements as a capstone class. Prerequisite: One course designated as Advanced Media (JMC 620, JMC 625, JMC 626, JMC 630, JMC 635, JMC 636, JMC 650, JMC 691, JMC 692 or JMC 699) with a grade of C (2.0) or higher, and permission of instructor. Only open to Journalism and Mass Communications majors. Students must be in good academic standing to take this course.

JMC 670. Intellectual Property in Practice. 3 Credits.

For those involved with the creation, production, and/or management of media and creative products, understanding Intellectual Property (IP) law in the digital age is of critical significance. American IP law grants and protects creators' property rights to encourage the production of creative works. This course provides students with the critical skills and knowledge to protect their rights and to avoid infringing upon the rights of others. In addition, the course will cover ramifications of recent technical developments and the courts' evolving notion of what constitutes Fair Use. Prerequisite: Junior standing or permission of instructor.

JMC 675. Cultivating Sports Audiences Capstone. 3 Credits. AE61 CAP

This course builds on knowledge of message strategies students have learned in previous classes to address real-world goals for sports organizations and teams. Students will work with a sports industry client to develop a plan for addressing communication-related objectives such as building fan loyalty, improving customer experience, and expanding sponsorship value or opportunity. Must be completed with a grade of C (2.0) or higher. Students must be admitted to the School of Journalism and Mass Communications and in good academic standing to enroll. Prerequisite: Junior standing, JMC 430 and JMC 575 with a C (2.0) or higher.

JMC 691. Community Journalism-Advanced Media/Capstone. 3 Credits. AE61 CAP

Students work at a community newspaper, television station or online operation; and either cover the news, produce or edit the news. Instruction includes newsroom coaching and evaluation by professional journalists. Classroom instruction covers such issues as analyzing media content, diversifying story sources, and practical ethical decisions faced by the

students. Instructors also meet with students for individual conferences. Students must complete a written project and present it to the class and to the news professionals. Must obtain a grade of C (2.0) or higher. Prerequisite: JMC 551, JMC 552, or JMC 553 with a grade of C (2.0) or higher. Only open to Journalism majors. Students must be in good academic standing to take this course.

JMC 692. Sports on the Beat Capstone. 3 Credits. AE61 CAP

Students build on their experiences writing sports journalism content by researching, writing, and posting about a single sports team or organization. Students may work in different sports news functions including, but not limited to, reporting, videography, producing, directing or web/social producing. Successful completion of the course requires students to prepare a résumé reel or portfolio of their work and then have that reel or portfolio evaluated by a professional in sports journalism. Must obtain a grade of C (2.0) or higher. This class meets the Journalism School requirements as a capstone class. Only open to Journalism and Mass Communications majors. Students must be in good academic standing to take this course. Prerequisite: Senior standing and JMC 626 with a C (2.0) or higher or one pre-approved Advanced Media Lab (JMC 620, JMC 625, JMC 630, JMC 635, JMC 636, JMC 650, JMC 660, JMC 691, or JMC 699) with a grade of C (2.0) or higher, or permission of instructor.

JMC 695. Critical Issues in Emerging Media. 3 Credits.

This course provides an in-depth exploration of current social issues in the internet media landscape. Topics covered include: the digital divide, social media economics, data privacy, disinformation and misinformation, media consolidation and ownership. Students will survey business issues and critical social issues in today's internet media landscape. Prerequisite: Eight hours of courses in the William Allen White School of Journalism & Mass Communications and Junior standing.

JMC 699. Reporting and Editing for Multimedia-Advanced Media. 3 Credits. AE61 CAP

An intense eight-week summer reporting and editing experience. Two three-hour class sessions each week will focus on the proper concepts and techniques of reporting and editing across platforms. Students will be required to research, report and edit news stories for publication in student media and/or a themed course website. Students also will meet one-on-one on an ongoing basis with the instructor to review work. Must obtain a grade of C (2.0) or higher. Prerequisite: JMC 551, JMC 552, or JMC 553 with a grade of 2.0 or above. Only open to Journalism majors. Students must be in good standing to take this course.

JMC 711. Sales Strategies. 3 Credits.

Students learn how to identify consumer, client, news source or employer needs and how to use their product, service or other skills to solve that need in today's evolving media world. This requires delivering the solution in a way the audience understands best, which is a fundamental to every strategic message or interaction with a news source. Even though students work in a media sales context, the purpose of the course is not to turn out professional media sales people, but to enhance strategic communication abilities.

JMC 712. Visual Design and Production. 3 Credits.

This course approaches design as a visual problem-solving process. Students create a digital portfolio that uses advanced storytelling techniques and showcases digital media competency. The process explores a number of possible solutions, encouraging students to expand their perspectives and to explore innovative and creative approaches. The resulting portfolio builds a bridge from student work to professional practice. Prerequisite: Must be admitted to the School of Journalism.

JMC 715. Social Media Strategic Communication. 3 Credits.

This course examines significant changes in strategic communication approaches brought about by the networked information society. Students will study effective ways for organizations to identify social technographics of key audiences, create social media content, disseminate messages and evaluate social media-based strategic communication initiatives. This course combines theoretical and hands-on approaches to issues. Students will work in groups to analyze, evaluate and develop social media strategies for organizations chosen for their case study research.

JMC 718. First Amendment. 3 Credits.

An examination of the history and philosophy of freedom of speech and press and the limitations imposed upon those rights by statute, common law, and court decisions resolving conflicts with other constitutional rights. Critical-thinking skills and case analysis focus on the roles, rights, and responsibilities of the news and persuasive media in a free society. This course is open to all students at the University of Kansas. It emphasizes the importance of freedom of expression in a free society. Students study key media law court decisions and explore free speech issues more broadly to embrace the philosophical thinking that led to the development of the First Amendment.

JMC 725. Digital Media Tools - Advanced Media. 3 Credits.

In Digital Media Tools, students learn to negotiate multiplatform newsrooms, acquiring skills in online production, audience engagement, analytics, social media account management and interactive multimedia storytelling.

JMC 734. Diversity in Media. 3 Credits.

A study of mass media images and portrayals of race, class, and gender in society. The course examines media representations of African-Americans, Latinos, Native Americans, and Asian Americans, as well as media images of masculinity and femininity. The course also explores media images of groups traditionally under-represented in the media, including gays and lesbians, the elderly, the poor, and the disabled. Students study media portrayals in journalism, entertainment, public relations and advertising. The course encourages students to think critically about media images and analyze the role mass media play in reinforcing cultural stereotypes.

JMC 740. Strategic Campaigns. 3 Credits.

Students produce a campaign to solve a strategic communications problem for an established organization. Students work with an actual client to develop a campaign from the initial research to the final recommendation. By applying the knowledge, experience and skills gained in previous courses, students confirm their readiness to enter the profession.

JMC 741. Sports, Media and Society. 3 Credits.

The role of mass media in shaping and influencing sports and popular culture. Students will think critically about currently accepted media and sports practices, particularly at the Division I college level. Guest speakers represent media and athletics. Discussion, presentation, paper and essay exam. Prerequisite: Junior Standing.

JMC 750. Magazine Journalism - Advanced Media. 3 Credits.

Students in the course will produce different kinds of articles (departments and longer stories that fit key categories in magazines, including service articles, profiles and informational articles) for a real magazine. The magazine could be in print, online or take some other form. Students will gain an understanding of different parts of a magazine, the difference between departments and articles, and how to report and write short articles and longer substantive stories.

JMC 790. International Journalism. 3 Credits.

A study of mass media images and portrayals of race, class, and gender in society. The course examines media representations of African-

Americans, Latinos, Native Americans, and Asian Americans, as well as media images of masculinity and femininity. The course also explores media images of groups traditionally under-represented in the media, including gays and lesbians, the elderly, the poor, and the disabled. Students study media portrayals in journalism, entertainment, public relations and advertising. The course encourages students to think critically about media images and analyze the role mass media play in reinforcing cultural stereotypes.

JMC 801. Media Communication Theories. 3 Credits.

A comprehensive review of the theoretical and philosophical underpinnings of media research and practices. This seminar offers a range of perspectives and covers various interpretative, cultural, and critical approaches to understanding mass communication in various contexts. Each student drafts a literature review about a topic of the student's choice.

JMC 802. Media Communication Methods. 3 Credits.

An introduction to methodological approaches to the study of media. Qualitative and quantitative methodologies are reviewed. The class emphasis is on learning appropriate research tools to scientifically learn about messages, media, and audiences. Each student devises a research project during the course. Prerequisite: JMC 801 or concurrent enrollment in JMC 801.

JMC 803. Research in Action. 3 Credits.

This course provides a supervised research and advanced study experience within a dynamic writing workshop framework. Students will engage in peer feedback, refine their skills in critiquing and revising scholarly work, and deepen their understanding of the academic publication process. Key topics include identifying appropriate outlets for research dissemination, navigating peer reviews and editorial feedback, and establishing an organized and sustainable research workflow. A central requirement of the course is the development of a fully polished research paper, suitable for presentation at a professional conference or publication in a reputable academic journal. Prerequisite: JMC 802.

JMC 804. Mass Communication Methodology I-Qualitative. 3 Credits.

Advanced study of qualitative methodological approaches to the study of media. The class emphasis is using interpretative research tools and techniques from narrative analysis, to ethnography, historical analysis, to critical cultural approaches to learn about messages, media, and audiences. Each student devises a research project during the course. Prerequisite: JMC 901, JMC 801 and JMC 802 or permission of instructor.

JMC 805. Mass Communication Methodology II-Quantitative. 3 Credits.

Advanced study of quantitative methodological approaches to the study of media. The class emphasis is using social scientific research tools and techniques ranging from content analysis to conducting surveys to experimental designs to learn about messages, media, and audiences. Special focus will be on learning to use SPSS and statistical techniques. Each student devises a research project during the course. Prerequisite: JMC 901, JMC 801 and JMC 802 or permission of instructor.

JMC 806. College Teaching. 3 Credits.

Teaching revolves around learning. So a course about teaching must by nature focus on learning about learning. This course will cover more than learning, but learning will be central, both in terms of how you can help your students learn but also how teaching itself is really about learning. The class is rooted in the philosophy of teaching as an intellectual and scholarly activity, and it draws heavily on approaches that have proved effective for learners of all types.

JMC 807. Research Funding. 3 Credits.

The course is designed to introduce the theoretical and practical skills in developing proposals for internally or externally funded research or applied interventions. Although the focus of the course is on research funding opportunities offered by federal entities, as they offer the most comprehensive and challenging environment for sponsored research, a portion of the course will be dedicated to non-profit and private funding opportunities, as well as to the development of non-research proposals.

JMC 810. Crisis Communications. 3 Credits.

An organization's reputation is perhaps its most valuable asset, yet reputations are most vulnerable in times of crisis. In this class, effective crisis communications will be studied as a means to preserve and defend reputation and maintain business continuity. Students will look at all aspects of crisis communications including typology of crises; history of crisis communications; theoretical basis for effective crisis response and communications; and crisis communications planning methodologies and strategies.

JMC 815. Investigation and Conference. 1-3 Credits.

Specialized work by qualified students under direction of the graduate faculty. Investigation and research studies. Prerequisite: Ten hours of graduate work in journalism.

JMC 819. Writing for Marketing Communications. 3 Credits.

A writing-intensive course focusing on articles and other works about marketing communication, management, general business and related subjects. Students read and discuss a core of designated work as well as works they select on their own. Students write reports, executive summaries and analytical briefings in which they synthesize these readings and apply marketing and management concepts to their own written work.

JMC 820. Marketing Fundamentals. 3 Credits.

The course is designed to provide a fundamental understanding of marketing theory and process and how these theories relate to integrated marketing communications. Specific focus will be spent on the marketing environment, the marketing mix, market segmentation, planning, execution and measurement. As part of the class, students will learn the components of a marketing plan and how to develop a plan based on specific quantifiable organizational objectives.

JMC 822. Digital Marketing Analytics. 3 Credits.

This course focuses on tools and analytical software used to analyze digital marketing programs. Students will learn how to apply the right tool to the right objective to be able to evaluate paid search programs, web traffic and response, website user experience, email marketing effectiveness and more. The course will use applied learning strategies to give students the opportunity to work with and understand the value of multiple tools. Prerequisite: JMC 820 (or concurrent enrollment).

JMC 823. Branding in Marketing Communications. 3 Credits.

Cases and topics in the development and execution of branding in marketing communications plans. The course emphasizes how organizations define actual brand problems and attempt to solve them. Prerequisite: JMC 820 (or concurrent enrollment).

JMC 824. Creative Process. 3 Credits.

An examination of the creative process and techniques of creative problem solving. The course gives students numerous opportunities to solve a variety of marketing communications problems. Students have an opportunity to visit with individuals who practice creativity in their professional lives and individuals who study creativity as scholars.

JMC 825. Relationship Marketing. 3 Credits.

This course explores principles of relationship marketing and its application to marketing communications. Student will explore marketing relationships and how they are formed while broaden their view of

customers. They will also learn the importance of relationship-building within and between organizations and individuals and develop an understanding of how organizations integrate relationship building into their integrated marketing efforts while exploring how relationship marketing concepts relate to strategic planning, marketing management, sales and communications. Other topics covered include exploring customer satisfaction, loyalty and retention; exploring influencer marketing and influencer marketing tools; and developing value proposition statements and audience personas. Prerequisite: JMC 820 (or current enrollment).

JMC 827. Marketing Ethics. 3 Credits.

An examination of the ethical issues, philosophies, and decision-making systems that affect marketing communications. Through studies of specific business cases, students gain insight into the cultural, legal, and social decisions that affect an organization's future.

JMC 828. Financial Fundamentals for Communicators. 3 Credits.

This course covers a wide range of financially-related concepts from the perspective of the communications function. Topics include: financial markets; finding and using key Securities and Exchange Commission filings; understanding the balance sheet, income statement and cash flows; financial analysis; investor relations; impact of Sarbanes-Oxley; corporate governance issues; building and using budgets; and impact of these concepts for not-for-profits.

JMC 829. Marketing Communications Research. 3 Credits.

Students learn how marketing and media research help determine the success of an organization's marketing planning and strategic communications processes. Students study and conduct primary and secondary research - both qualitative and quantitative - including interviews and surveys. Prerequisite: JMC 820 or permission of instructor. Corequisite: JMC 850.

JMC 830. Web 3.0 and User X. 3 Credits.

Web design and user interaction continues to advance and evolve. This course will describe how an organization's web presence must be designed with the user experience as the focus. Students will gain an understanding of effective site design, how to measure and evaluate users' experience while interacting with the site, how to optimize the site for e-commerce as well as other web marketing goals. Principles and processes of User Experience Design (UXD) will be emphasized. Prerequisite: JMC 820 (or concurrent enrollment).

JMC 831. Technologies in Marketing Communications. 3 Credits.

Explores new and emerging technologies and their impact on the delivery of marketing messages. Students will work with the instructor on identifying areas of relevance to them, and on identifying ways to keep up with changes in technology, innovation and audiences.

JMC 832. Leadership and Management in Marketing Communications. 3 Credits.

This course examines cases and topics of leadership as a process in a marketing communication organization. As a manager's duties evolve from performing tasks to managing relationships and strategic organizational outcomes, the capacity to lead becomes critical to personal and organizational success. Topics will focus on the role of leadership and vision, strategy, communication, ethics, social responsibility, group dynamics, and change. Prerequisite: JMC 820.

JMC 835. Search Engine Optimization/Search Engine Marketing (SEO/SEM). 3 Credits.

Search engines are the largest drivers of online traffic, and search is an essential part of every brand's digital marketing mix. In this class, students will learn how to craft a targeted, effective inbound marketing campaign. The class will explore search engine marketing (SEM) and search engine

optimization (SEO) best practices, and the ranking signals that search engines consider when evaluating websites and content. Students will learn how to apply SEO basics like keyword research, website optimization, and content optimization. Students will also learn how to create, launch and manage Google Ads paid search campaigns, and measure the effectiveness of those campaigns. Prerequisite: JMC 820.

JMC 836. Digital Marketing Compliance/Privacy/Legal. 3 Credits.

Digital marketing allows for marketing communicators to reach stakeholders in more ways than ever. However, that comes with a responsibility to operate in a legal and ethical fashion. In this course, students will learn about the important legal and compliance issues inherent in digital marketing. Topics include privacy regulations and laws (both U.S. and international) around management of customer data, appropriate email marketing practices and legal concerns when making organizational or product claims. Prerequisite: JMC 820.

JMC 837. Marketing Automation/CRM. 3 Credits.

Sales prospecting and inbound marketing as well as customer relationship management have become increasingly important focus areas for marketing leaders. In this class, you'll learn about the various marketing automation platforms and systems that allow organizations to optimize and automate their marketing efforts through workflows, smart lists, engagement-based triggers, and more. Students will both learn how these systems increase efficiency while also gaining proficiency in various open source and fee-based marketing automation software systems (including earning certificates showing proficiency as a part of the class). Prerequisite: JMC 820 (or concurrent enrollment).

JMC 838. Capstone Project in Digital Marketing. 3 Credits.

This course is designed for students to apply knowledge learned throughout the program into a culminating project. Individuals will work with the instructor to define an applied project in an area of digital marketing that is of interest to them. Prerequisite: JMC 820 and 27 hours completed in the program, or instructor/program director approval.

JMC 840. Seminar in: _____. 3 Credits.

Research in the issues and development of media. Seminars focus on topics of current and historical interest. Students develop projects and presentations in special areas of interest and expertise. Course may be repeated under different topics.

JMC 850. Capstone in Marketing Communications. 3 Credits.

In this capstone course, students use the skills they have developed in the digital integrated marketing communications program to create a strategic integrated marketing communication plan for a client. The process involves the use of techniques such as research, branding, advertising, public relations, promotion, as well as other activities. Through the project, students demonstrate their knowledge of marketing communications and work with team members to meet an organization's strategic marketing communication needs. Prerequisite: JMC 820 and 24 hours or permission of instructor. Corequisite: JMC 829.

JMC 851. Professional Skills I. 3 Credits.

This course offers the opportunity for a student group of students to develop an individualized project to enhance professional communications skills. The student or group works in conjunction with a graduate faculty advisor to develop a suitable project, presenting a proposal for approval to the School's Graduate Director. The proposal must specify the nature of the project, the products to be delivered, a timeline for completion, and expected impact. Prerequisite: Admission to a KU graduate program.

JMC 852. Professional Skills II. 3 Credits.

This course offers the opportunity for a student or group of students to develop an individualized project to enhance professional communications skills. The student or group works in conjunction with a graduate faculty

advisor to develop a suitable project, presenting a proposal for approval to the School's Graduate Director. The proposal must specify the nature of the project, the products to be delivered, a timeline for completion, and expected impact. Prerequisite: Admission to a KU graduate program; satisfactory completion of JMC 851.

JMC 865. Analyzing Audiences. 3 Credits.

This course focuses on identifying appropriate audiences for media and information, as well as gathering information and analyzing audiences using primary and secondary sources. It includes creating, analyzing and interpreting analytics for websites, mobile technology and other forms of media. Prerequisite: JMC 820 (or concurrent enrollment).

JMC 866. Social Media Strategy. 3 Credits.

This course will provide a broad overview of the social media landscape, examining the development and use of various platforms, best practices in the use of social media, and the tools available for managing social media and social media analytics. The course will take a strategic approach focusing on social media as a conduit for larger content strategy and will cover such areas as content marketing, content curation, behavioral targeting, and segmenting target markets on social networks. Students will create a social media plan for themselves or their organization. Prerequisite: JMC 820 (or concurrent enrollment).

JMC 867. Social Media Metrics. 3 Credits.

This course will examine the evaluation, tools and best practices in integrating social media metrics into a strategic plan. Students will gain the following skills: Measure social media effectiveness through the use of appropriate metrics; Analyze social media metrics; Choose the best way to evaluate social media messages; Explore various types of software for evaluating social media; Apply best practices to social media evaluation. Prerequisite: Successful completion of JMC 820.

JMC 868. Information in Context. 3 Credits.

This writing-intensive course explores the many ways that disciplinary focus influences the meaning and understanding of information. It helps students approach problem-solving in an interdisciplinary way, and allows them to understand how context can open new paths to understanding and meaning. Prerequisite: Successful completion of JMC 820.

JMC 869. Information Insight II. 3 Credits.

Students enroll in this course upon completion of all courses in the social media and data certificates. They complete a capstone project, drawing on work they have done in previous courses, conducting additional research, receiving feedback from the instructor and their peers, and reflecting on their study in the Digital Content Strategy program. Prerequisite: Successful completion of JMC 860, JMC 861, JMC 862, JMC 863, JMC 864, JMC 865, JMC 866, JMC 867, JMC 868.

JMC 899. Master's Project/Thesis. 3 Credits.

The student, with the guidance of a master's project/thesis committee, completes execution of the project or thesis. In addition, the student completes the final, general examination and the presentation/defense of the project or thesis. Prerequisite: EPSY 710, EPSY 711, JMC 801, JMC 802, JMC 803 and JMC 804 or JMC 805.

JMC 901. Introduction to Doctoral Studies. 1 Credits.

This course is a portal to doctoral education. Students learn about the structure, function and culture of higher education and the role of doctoral studies in academe. The course examines issues such as tenure, promotion, finances, expectations of the professoriate and the role of professors in academe. The course presents human subjects protocols in research and the role of the scholar and the professional in maintaining ethical standards in the academy and in applied work in mass communications industries. Prerequisite: Admission to Journalism PhD program or permission of instructor.

JMC 999. Dissertation. 1-9 Credits.

The student, with the guidance of a dissertation committee, completes execution of the dissertation. In addition, the student completes the final examination and the presentation/defense of the dissertation. Prerequisite: EPSY 710, EPSY 711, JMC 801, JMC 802, JMC 803, JMC 804, JMC 805, JMC 806 or EPSY 820 and JMC 807.