JOURNALISM AND MASS COMMUNICATION

The journalism and mass communication major prepares students for careers that involve all aspects of news and information. Emphasis is placed on generating ideas, organizing, writing, editing and presenting information for various media platforms and audiences. Students work with advisers to develop a program of study that prepares them for work in communication-specific areas including broadcast media, magazines and/or newspapers, photo journalism, science communication or visual communication and online/multimedia.

To receive a bachelor of science degree in journalism and mass communication, a student must earn at least 120 credits. A minimum of 72 credits must come from courses other than ADVRT, P R, or JL MC. At least 50 of these credits must come from the liberal arts and sciences. Overall, at least 45 credits must be from 300-level or above. Journalism and mass communication majors are required to take:

- STAT 101 Principles of Statistics (or another approved statistics course)
- JL MC 101 Mass Media and Society
- JL MC 110 Orientation to Journalism and Communication
- JL MC 201 Reporting and Writing for the Mass Media
- One of the following two courses:
  - JL MC 202 Intermediate Reporting and Writing for the Mass Media
  - JL MC 206 Reporting and Writing for the Electronic Media

Additional recommended courses and requirements for the journalism and mass communication major are available from the Greenlee School.

Students taking one major at the school may not seek a second major or a minor in the school. All Greenlee School majors are required to take a second major or minor outside the school as an area of expertise. All Greenlee School majors are required to take 499A.

Minor in Journalism and Mass Communication

Students cannot select more than one minor in the Greenlee School of Journalism and Communication. Minors in the Greenlee School are not available to Greenlee majors.

For a minor in journalism and mass communication, students complete 15 credits.

- JL MC 101 Mass Media and Society
- JL MC 242 Visual Principles for Mass Communicators
- 9 credits from the following:
  - JL MC 341 Contemporary Magazine Publishing
  - JL MC 347 Science Communication
  - JL MC 401 Mass Communication Theory
  - JL MC 406 Media Management
  - JL MC 453 Electronic Media Technology and Public Policy
  - JL MC 454 Critical Analysis and History of the Moving Image
  - JL MC 461 History of American Journalism
  - JL MC 464 Journalism and Literature
  - JL MC 474 Communication Technology and Social Change
  - JL MC 476 World Communication Systems
  - JL MC 477 Ethnicity, Gender, Class and the Media
  - JL MC 497 Special Topics in Communication

Total Credits: 15

Journalism and Mass Communication, B.S.

Freshman

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Sophomore

Total Credits: 16

Junior

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Total Credits: 16

Minor in Journalism and Mass Communication

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Total Credits: 15
Graduate Study

The Greenlee School of Journalism and Communication offers work for a master of science degree in journalism and mass communication.

**Majors plan a program of study in one of two tracks:**

I. **Academic track** – The School offers advanced academic preparation in communication theory and research, leading to the master of science degree. Graduate work prepares students to use and contribute to research and scholarship in the field of communication. This track requires a thesis based on original research, which must be defended successfully before a committee at the end of the program.

Areas of research emphasis include: science and risk communication, media effects, advertising, public relations, political communication, communication technology, law and ethics, international communication, visual communication and emerging media.

II. **Professional track** – The School offers advanced professional study in journalism and mass communication leading to the master of science degree. Graduate work prepares students for professional careers in a variety of mass communication fields. Students with limited training or experience in journalism and mass communication may include skills courses in their programs, but the credits for those courses may not count toward the graduate degree. This track requires either a creative component which must be defended successfully before a committee at the end of the program.

All students must complete four core courses:

- **JL MC 592** Introduction to Graduate Study in Journalism and Mass Communication
- **JL MC 501** Theories of Mass Communication 3
- **JL MC 502** Communication Research Methods 4
- **JL MC 598** Seminars in Mass Communication 1-3

Each student selects elective courses based on his/her area of emphasis and career goal, in consultation with the student's major professor and Program of Study Committee.

The Greenlee School graduate program offers minor work for students majoring in other departments. The M.S. minor requires:

- **JL MC 501**, **JL MC 510** and one other course in journalism and mass communication for a total of 9 credits taken within the Greenlee School.

Courses primarily for undergraduates:

- **JL MC 101**: Mass Media and Society (3-0) Cr. 3. F.S.SS.
  Communication theory models and their application to the mass media; the mass communication process; organization, characteristics and responsibilities of the mass media; media literacy process.

- **JL MC 110**: Orientation to Journalism and Communication (1-0) Cr. 1. F.S.Alt. SS., offered irregularly.
  Orientation to professional and pre-professional opportunities, writing for the mass media and curriculum requirements in the Greenlee School. Basic media writing preparation. Offered on a satisfactory-fail basis only.
JL MC 201: Reporting and Writing for the Mass Media  
(1-4) Cr. 3. F.S.SS.  
Prereq: ENGL 250 (or testout) and JL MC 110.  
Generating story ideas, exercising news judgment and gathering information via interviews, observation and documentary sources to produce news and informational material for the mass media. Emphasis on analyzing and organizing information, as well as accuracy and principles of good writing. Use of AP Style.

JL MC 202: Intermediate Reporting and Writing for the Mass Media  
(2-2) Cr. 3. F.S.  
Prereq: Minimum of C+ in JL MC 201  
Writing for newspapers, magazines and online media. Enhancing and refining skills in developing sources and generating story ideas. Information-gathering techniques, reporting and writing.

JL MC 206: Reporting and Writing for the Electronic Media  
(2-2) Cr. 3. F.S.  
Prereq: Minimum of C+ in JL MC 201  
Researching, organizing, and writing for radio, television and online media. Basic principles of news programming and storytelling across electronic media platforms. An emphasis on development, content and structure.

JL MC 242: Visual Principles for Mass Communicators  
(3-0) Cr. 3. F.S.  
Understanding and analysis of the visual message. Visual perception, visual communication theory, design syntax, design elements and how they are applied in journalism and mass communication.

JL MC 306: Electronic Media Production  
(2-2) Cr. 3. F.S.  
Prereq: Minimum of C+ in JL MC 201  
Introduction to studio production using professional equipment. Course focus on visual concepts, maintenance and practical operation of studio equipment.

JL MC 307: Digital Video Production  
(2-2) Cr. 3. F.S.  
Prereq: JL MC 242  
Creation of video productions for use as communication tools in advertising, promotions, short documentaries and public relations. Technical and artistic fundamentals of video production including planning, scripting, shooting, lighting and digital editing.

JL MC 308: Electronic News Gathering and Production  
(2-3) Cr. 3.  
Prereq: Minimum of C+ in JL MC 201.  
Field techniques in single-camera video production used to shoot and edit visual stories. Introduction to electronic news gathering.

JL MC 310: Fundamentals of Photojournalism  
(2-2) Cr. 3. F.S.  
Prereq: Minimum of C+ in JL MC 201  
Basic photojournalism techniques. Includes camera operation, lighting, composition and photo reproduction techniques for print or computer-mediated applications. Emphasis on using the camera as a reporting tool. Basic use of digital imaging and editing software. Ethical issues involving photojournalism. A digital SLR camera is required.

JL MC 312: Advanced Techniques in Photojournalism  
(2-2) Cr. 3. Alt. F., offered irregularly. Alt. S., offered irregularly.  
Prereq: JL MC 310 or permission of instructor  
Advanced techniques and problem solving, both ethical and technical, for photographers who seek to be members of newsgathering teams. Photographic storytelling using a combination of audio and still photography techniques to report stories for print and web publications. Hands on experience with latest digital imaging technology. A digital SLR camera is required.

JL MC 315: Multimedia Production  
(2-2) Cr. 3. F.S.  
Prereq: JL MC 308 or JL MC 310 or JL MC 316 or equivalent computer design proficiency  
Visual storytelling concepts and principles for evaluating, constructing and designing information for the Web and other electronic publication systems. Issues of ethics and ownership of work pertinent to the new media.

JL MC 316: Introduction to Digital Publishing  
(2-2) Cr. 3. F.S.  
Prereq: Credit or enrollment in JL MC 242 and C+ or better in JL MC 201  
Digital publishing and beginning techniques in layout, photo editing and vector artwork. Application of visual principles to design simple print projects.

JL MC 317: Publishing for Mobile Devices  
(2-2) Cr. 3. S.  
Prereq: JL MC 316 or equivalent computer design proficiency and JL MC 310 or 315.  
Creating, designing and publishing content for mobile devices (e.g., cell phones and tablets). Use of digital publishing tools (e.g., InDesign). Exposure to animation and video editing software.

JL MC 341: Contemporary Magazine Publishing  
(Dual-listed with JL MC 541). (3-0) Cr. 3. F.S.  
Prereq: Junior classification  
Analysis of magazine industry and specific audiences served by print and online magazines. Editorial procedures and policies, advertising, circulation, and history of the industry. Individual study of magazines.

JL MC 344: Feature Writing  
(2-2) Cr. 3. F.  
Prereq: Minimum of C+ in JL MC 202 or JL MC 206 or PR 321  
Reporting and writing short- and long- form stories for magazines, newspapers, corporate communication and the Web. Focus on departmental stories, personal essays, trend or conflict articles and personality profiles. Emphasis on immersion reporting. Majors may not apply both 344 and Engl 303 toward graduation.

JL MC 346: Public Affairs Reporting  
(2-2) Cr. 3. S.  
Prereq: Minimum of C+ in JL MC 202 or JL MC 206 or PR 321  
Reporting and writing about government, business, and other institutions; identification of and access to public records; investigative reporting techniques; developing major stories about government and nonprofit organizations; and ethical issues.
JL MC 347: Science Communication
(Dual-listed with JL MC 547). (2-2) Cr. 3. S.
Nonmajors and minors by permission of instructor.
Reporting and writing about science and technology topics for general
audiences. Outlets for stories include print, broadcast and online media.
Story topics include reporting about basic, applied sciences and social
sciences, as well as ethical, political and policy issues related to science
and technology.

JL MC 349: News and Feature Editing
(1-5) Cr. 3. S.
Prereq: Minimum of C+ in JL MC 202 or JL MC 206 or P R 321
Editing content for multiple platforms, including websites, magazines,
newspapers, and newsletters. Adapting material for audiences, including
selection and organization of text and visuals, grammar, punctuation,
usage, logic and accuracy. Designing print and online layouts. Using
search engine optimization and social media to promote content.

JL MC 354: Advanced Electronic Media Production
(2-3) Cr. 3.
Prereq: JL MC 206.
Application of advanced television techniques: writing, producing, and
managing live and recorded information programs.

JL MC 390: Professional Skills Development
(Cross-listed with ADVRT, P R). Cr. 1-3. Repeatable, maximum of 6
credits. F.S.
Prereq: Minimum of C+ in JL MC 201; other vary by topic. Instructor
permission for non-majors.
Check with Greenlee School for course availability.

JL MC 401: Mass Communication Theory
(3-0) Cr. 3.
Prereq: Junior classification
Theory and research in mass communication processes and effects; the
scientific process; methods of measuring, evaluating and reporting mass
communication research.

JL MC 406: Media Management
(Dual-listed with JL MC 506). (3-0) Cr. 3.
Prereq: Junior classification
Decision-making functions of media. Basic media market analysis, media
organization and management, circulation and audience development, 
technological developments affecting management decisions, and
relationships with labor and regulatory agencies that affect media
operations.

JL MC 449: Editorial Strategies
(3-0) Cr. 3. S.
Prereq: JL MC 242, JL MC 316, JL MC 349 or concurrent enrollment; junior
classification
Skills and strategies for editorial decision-making and management,
including short and long range issue planning. Developing proposals,
business plans and prototypes for content, design and layouts of
publications for multiple platforms and diverse audiences, including new
and existing online and print magazines, newspapers, newsletters and
websites. Editing complex manuscripts, with continued emphasis on
grammar, punctuation, usage, syntax and logic.

JL MC 453: Electronic Media Technology and Public Policy
(3-0) Cr. 3.
Prereq: Junior classification
Issues and policies affecting historical, contemporary and future
developments of electronic media and their technologies.

JL MC 454: Critical Analysis and History of the Moving Image
(3-0) Cr. 3.
Prereq: Junior classification
Evolution of motion picture and television content and other visual
technologies. Theories and techniques for evaluating and critiquing film
and video.

JL MC 460: Law of Mass Communication
(3-0) Cr. 3. F.S.
Prereq: Minimum of C+ in JL MC 201; junior classification. Nonmajors by
permission of instructor.
First Amendment law, libel, privacy, obscenity, contempt, copyright,
trademark, the Federal Communications Act; laws affecting advertising,
legal publication, and other business activities of the media.

JL MC 461: History of American Journalism
(3-0) Cr. 3.
Prereq: Junior classification
Role of the mass media, including advertising and public relations, in
shaping the social, economic and political history of America; impact of
change in these areas on the development, traditions and philosophies of
the media.

JL MC 462: Media Ethics, Freedom, Responsibility
(3-0) Cr. 3. F.
Prereq: Junior classification
Ethics and professionalism in the practice of journalism, public relations
and advertising.

JL MC 464: Journalism and Literature
(3-0) Cr. 3.
Prereq: Junior classification
A study of journalism’s impact on literary writing and literature’s impact
on journalism, as seen through the works of esteemed American author-
journalists.

JL MC 474: Communication Technology and Social Change
(Cross-listed with T SC). (3-0) Cr. 3.
Prereq: Junior classification
Examination of historical and current communication technologies,
including how they shape and are shaped by the cultural and social
practices into which they are introduced. Meets International Perspectives Requirement.

JL MC 476: World Communication Systems
(Dual-listed with JL MC 576). (3-0) Cr. 3.
Prereq: Junior classification
World communication systems and social, political, and economic
factors determining flow, character, and volume of news. Impact of
media information and entertainment content on nations and societies.
Comparative analysis of role and impact of traditional modes of
communication, the mass media, and computer-mediated systems.
Meets International Perspectives Requirement.
JL MC 477: Ethnicity, Gender, Class and the Media
(3-0) Cr. 3. F.S.S.S.
Prereq: Junior classification
Portrayals of ethnic groups, gender, and social class in the media in news, advertising, information and entertainment; the effects of mass media on social issues and population groups.
Meets U.S. Diversity Requirement

JL MC 490: Independent Study in Communication
Cr. arr.
Prereq: Junior classification and contract with supervising professor to register
Independent studies are research-based. Students may study problems associated with a medium, a professional specialization, a philosophical or practical concern, a reportorial method or writing technique, or a special topic in their field. Credit is not given for working on student or professional media without an accompanying research component. No more than 3 credits of JL MC 490 may be used toward a degree in journalism and mass communication or advertising.

JL MC 497: Special Topics in Communication
(Cross-listed with ADVRT, P R). Cr. 1-3. Repeatable, maximum of 6 credits.
Seminars or one-time classes on topics of relevance to students in communication.

JL MC 499: Professional Media Internship
Cr. 1-3. F.S.S.S.
Prereq: JL MC majors: minimum of C+ in JL MC 202 or JL MC 206 or P R 321; ADVRT majors: minimum of C+ in JL MC 201 and ADVRT 301; P R majors: minimum of C+ in P R 321. All students, formal faculty adviser approval.
Required of all Greenlee School majors. A 400-hour (for 3 credits) internship in the student’s journalism and mass communication or advertising or public relations specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

JL MC 499A: Professional Media Internship: Required
Cr. 3. F.S.S.S.
Prereq: JL MC majors: minimum of C+ in JL MC 202 or JL MC 206 or P R 321; ADVRT majors: minimum of C+ in JL MC 201 and ADVRT 301; P R majors: minimum of C+ in P R 321. All students, formal faculty adviser approval.
Initial, required internship. A 400-hour (for 3 credits) internship in the student’s specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

JL MC 499B: Professional Media Internship: Optional
Cr. 1-3. F.S.S.S.
Prereq: JL MC majors: minimum of C+ in JL MC 202 or JL MC 206 or P R 321; ADVRT majors: minimum of C+ in JL MC 201 and ADVRT 301; P R majors: minimum of C+ in P R 321. All students, formal faculty adviser approval.
Optional internship in the student’s specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

Courses primarily for graduate students, open to qualified undergraduates:

JL MC 501: Theories of Mass Communication
(3-0) Cr. 3. F.
Prereq: 6 credits in social science or admission to the graduate program
Historical overview of mass communication theories. Examination of major areas of research activity and theoretical development related to organization, functions, and effects of mass communication.

JL MC 502: Communication Research Methods
(3-2) Cr. 4. S.
Prereq: JL MC 501 or equivalent communication theory course
Research methods in journalism and mass communication, including problem selection, sampling, hypothesis formulation, research design, data collection and analysis. Designing a research strategy appropriate for a variety of communication-related questions and assessing the appropriateness, validity, and generalizability of research results.

JL MC 506: Media Management
(Dual-listed with JL MC 406). (3-0) Cr. 3. S.
Prereq: 6 credits in social science (economics highly recommended) or admission to the graduate program
Decision-making functions of media. Basic media market analysis, media organization and management, circulation and audience development, technological developments affecting management decisions, and relationships with labor and regulatory agencies that affect media operations.

JL MC 510: Strategies of Communication
(3-0) Cr. 3.
Prereq: JL MC 501
The process of developing professional communication and persuasion strategies, with emphasis on problem definition, behavioral objectives, situation analysis, strategy formulation, and justification through application of communication theories and research.

JL MC 520: Public Relations Theory and Methods
(3-0) Cr. 3.
Prereq: 6 credits in social science.
Theories and research methods applied to the study and practice of public relations.

JL MC 521: Theories of Visual Communication
(3-0) Cr. 3. F.Alt. S., offered irregularly.
Prereq: 6 credits in social science
Explores the theoretical frameworks in visual communication, including concepts of perception, visual language, visual persuasion, and the social, political and cultural implications of the use of images. Understanding of the function of images in changing knowledge, attitudes and behavior.

JL MC 541: Contemporary Magazine Publishing
(Dual-listed with JL MC 341). (3-0) Cr. 3. F.S.
Prereq: Junior classification
Analysis of magazine industry and specific audiences served by print and online magazines. Editorial procedures and policies, advertising, circulation, and history of the industry. Individual study of magazines.
JL MC 547: Science Communication
(Dual-listed with JL MC 347). (2-2) Cr. 3. S.
Nonmajors and minors by permission of instructor.
Reporting and writing about science and technology topics for general 
audiences. Outlets for stories include print, broadcast and online media. 
Story topics include reporting about basic, applied sciences and social 
sciences, as well as ethical, political and policy issues related to science 
and technology.

JL MC 560: Risk Perception and Communication
(3-0) Cr. 3. F.
Prereq: Graduate standing, 6 graduate social science credits.
Study of risk communication principles, models and theories applicable 
to any risk communication situation. Emphasis on science, technology 
and risk issues encountered in e.g., food, agriculture and veterinary 
medicine. Examines roles of scientists and communicators in cultivating 
a public informed about scientific and technological issues.

JL MC 561: Media and Society: Interrelationships
(3-0) Cr. 3. Alt. F., offered irregularly. S.
Prereq: 6 credits in social science
Media roles and functions in society: Interplay and interrelationships 
between the media and a variety of social actors and forces: the mutual 
influence between social factors and mass media.

JL MC 574: Communication Technologies and Social Change
(Cross-listed with T SC). (3-0) Cr. 3.
Prereq: 6 credits in social science
Personal, organizational, and social implications of the use of 
communication technologies. Includes theories and empirical research 
across the continuum of perspectives, from techno-utopianism through 
an anti-technology stance.
Meets International Perspectives Requirement.

JL MC 576: World Communication Systems
(Dual-listed with JL MC 476). (3-0) Cr. 3.
World communication systems and social, political, and economic 
factors determining flow, character, and volume of news. Impact of 
media information and entertainment content on nations and societies. 
Comparative analysis of role and impact of traditional modes of 
communication, the mass media and computer-mediated systems. 
Meets International Perspectives Requirement.

JL MC 590: Special Topics
Cr. arr. Repeatable.
Prereq: Permission of instructor

JL MC 590A: Special Topics: Media Studies
Cr. arr. Repeatable.
Prereq: Permission of instructor

JL MC 590B: Special Topics: Professional Specialization
Cr. arr. Repeatable.
Prereq: Permission of instructor

JL MC 590C: Special Topics: Research Problems and Methods
Cr. arr. Repeatable.
Prereq: Permission of instructor

JL MC 590D: Special Topics: Technique and Style
Cr. arr. Repeatable.
Prereq: Permission of instructor

JL MC 590E: Special Topics: Specialized Communication
Cr. arr. Repeatable.
Prereq: Permission of instructor

JL MC 591: Professional Internship
Cr. 1-2. F.S.S.
Prereq: Permission of instructor
Supervised internship experience. Offered on a satisfactory-fail basis 
only.

JL MC 592: Introduction to Graduate Study in Journalism and Mass 
Communication
Cr. R. F.
Prereq: Graduate classification
Overview of advanced study in journalism and mass communication with 
special emphasis on requirements for obtaining the master of science 
degree.

JL MC 598: Seminars in Mass Communication
Cr. 1-3. Repeatable.

JL MC 598A: Seminars in Mass Communication: Audiences and Effects
Cr. 1-3. Repeatable.

JL MC 598B: Seminars in Mass Communication: Communication Technology
Cr. 1-3. Repeatable.

JL MC 598C: Seminars in Mass Communication: Professional Communication
Cr. 1-3. Repeatable.

JL MC 598D: Seminars in Mass Communication: Development Communication
Cr. 1-3. Repeatable.

JL MC 598E: Seminars in Mass Communication: Evaluation Methods
Cr. 1-3. Repeatable.

JL MC 598F: Seminars in Mass Communication: International Communication
Cr. 1-3. Repeatable.

JL MC 598G: Seminars in Mass Communication: Mass Communication History
Cr. 1-3. Repeatable.

JL MC 598H: Seminars in Mass Communication: Mass Communication Law
Cr. 1-3. Repeatable.

JL MC 598I: Seminars in Mass Communication: Media Management
Cr. 1-3. Repeatable.

JL MC 598J: Seminars in Mass Communication: Research Methods
Cr. 1-3. Repeatable.

Cr. 1-3. Repeatable.

JL MC 598L: Seminars in Mass Communication: Journalism and Mass Communication Education
Cr. 1-3. Repeatable.

Cr. 1-3. Repeatable.

JL MC 598N: Seminars in Mass Communication: Broadcast Communication
Cr. 1-3. Repeatable.
JL MC 598O: Seminars in Mass Communication: Communication Theory
Cr. 1-3. Repeatable.

JL MC 598P: Seminars in Mass Communication: Computer Mediated Communication
Cr. 1-3. Repeatable.

Cr. 1-3. Repeatable.

JL MC 599: Creative Component
Cr. arr.
Prereq: Approved creative component proposal

Courses for graduate students:

JL MC 699: Thesis Research
Cr. arr. Repeatable.
Prereq: Approved thesis proposal