

Greenlee School of Journalism and Communication

<http://www.greenlee.iastate.edu/>

The Greenlee School of Journalism and Communication prepares students for the field of communication. The school offers three majors:

- Advertising Bachelor of Arts (ADVRT)
- Journalism and Mass Communication Bachelor of Science (JL MC)
- Public Relations Bachelor of Science (P R)

Professional skills are taught and practiced alongside academic requirements using the latest technology and leading-edge communication trends and methods.

Founded in 1905, the unit has been continuously accredited since 1948.

Accreditation is based on the principle that students need a broad-based, liberal arts education and solid core courses within the discipline. Students taking one major at the school may not seek a second major or minor in the school. All students are required to take a second major or minor outside the school as an area of expertise. A Designated Area of Concentration (DAC) outside the school may be used in place of a minor or second major with faculty approval.

Undergraduate Study

Students who complete degrees in advertising, journalism and mass communication, or public relations are expected to develop competencies in 12 key areas:

- understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Communication Proficiency Requirement

All majors in the School must earn a grade of C or better in ENGL 150 Critical Thinking and Communication (or be exempt) and ENGL 250 Written, Oral, Visual, and Electronic Composition (or ENGL 250H). These additional requirements apply:

Advertising majors must earn a C+ or better in:

JL MC 201	Reporting and Writing for the Mass Media	3
and one of		
ADVRT 334	Advertising Creativity	3
ADVRT 336	Advertising Account Management	3

Journalism and mass communication majors must earn a C+ or better in:

JL MC 201	Reporting and Writing for the Mass Media	3
and one of		
JL MC 202	Intermediate Reporting and Writing for the Mass Media	3
JL MC 206	Reporting and Writing for the Electronic Media	3
Public relations majors must earn a C+ or better in:		
JL MC 201	Reporting and Writing for the Mass Media	3
P R 321	Public Relations Writing	3