

SCHOOL OF MEDIA AND STRATEGIC COMMUNICATIONS

Courses

MC 1143 Media in a Diverse Society (DS)

Description: A study of the media and their effect on our culture, with an emphasis on the media's role in racial, gender and sexual orientation issues in the United States. By analyzing the mass media, we learn to interpret the consequences of the stories they tell. An introductory survey course for majors and non-majors. Previously offered as JB 1143.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

General Education and other Course Attributes: Diversity, Society & Human Behavior

MC 2003 Mass Media Style and Structure

Prerequisites: ENGL 1213 or ENGL 1223 or ENGL 1413 with grade of "C" or higher, 24 credit hours earned and departmental majors only.

Description: Teaches basic writing skills vital to any career in mass communication. Emphasizes language skills with a focus on the rules of grammar and the meaning of words. Also teaches the basic strategies of information gathering, including how to glean accurate and useful background information from traditional and online sources. Introduces students to the fundamental writing styles and objectives required to convey information in different media. Previously offered as JB 2003, JB 1393, and JM 1123.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

Additional Fees: AP Stylebook fee of \$5.30 applies.

MC 2023 Electronic Communication

Prerequisites: ENGL 1213 or ENGL 1223 or ENGL 1413 with a grade of "C" or better, 24 credit hours earned and departmental majors only.

Description: Introduces students to electronic communication with a series of hands-on projects to develop their skills with basic photography, videography, podcasting and Web page development. Compares the various media platforms and teaches students visual grammar. Students create slide-shows and podcasts, learn to edit video, and develop Web pages using content created in class.

Credit hours: 3

Contact hours: Lecture: 2 Contact: 3 Other: 1

Levels: Undergraduate

Schedule types: Discussion, Combined lecture & discussion, Lecture

Department/School: Media & Strategic Comm

Additional Fees: AP Stylebook fee of \$5.30 applies.

MC 2143 Media and Information Literacy (S)

Description: Students will be equipped with the competency, knowledge and skills to navigate, analyze, evaluate, and create media and digital content responsibly. Topics include the historical context, principles, and social implications of media, from traditional print media to contemporary digital/social media as well as critical thinking about the influence and impact of media on society, democracy, and personal decision-making. Issues will include misinformation, disinformation, digital citizenship, media ownership, representation, and bias in media.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

General Education and other Course Attributes: Society & Human Behavior

MC 2360 Seminar in Mass Media

Description: A seminar-style course on varying media topics taught by faculty members on a rotating basis.

Credit hours: 1-3

Contact hours: Contact: 1-3 Other: 1-3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 3113 Introduction to Media Effects

Description: Mass media's potential to influence audience behavior is a subject that has long fascinated scholars and the general public. Aside from working & sleeping, individuals in the U.S. spend more time consuming media than any other activity. This course introduces media effects, and offers critical analysis methods to better understand the process and effects of the mediated message. A variety of media theories will be examined to understand how media can affect attitudes and behaviors on an individual and societal level. The theories will be used to examine a variety of different types of content, including media violence, portrayals of race and gender, entertainment, politics, strategic communication, and sport.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 3173 History of Mass Communication (H)

Description: Growth and development of mass communication systems in America, with emphasis upon the economic, social and political interaction of the media. Previously offered as JB 3173.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

General Education and other Course Attributes: Human Heritage & Cultures

MC 3360 Current Topics in Mass Communication

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in each; and pass proficiency review.

Description: Examination of timely topics and issues in contemporary media. May be repeated with different topics.

Credit hours: 1-3

Contact hours: Contact: 1-3 Other: 1-3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 4043 Media Study Abroad (I)

Description: Participation in an international experience sponsored by the School of Media and Strategic Communications. This will typically involve the integrated study of a country or region regarding relevant cultural, commercial, historical, technological, political, and economic issues especially as those areas related to media and communication. May not be used for degree credit with MC 5040 in same semester with same subtitle.

Credit hours: 3

Contact hours: Contact: 3 Other: 3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

General Education and other Course Attributes: International Dimension

MC 4143 Ethics and Issues in Mass Communications

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: Students examine classical theories of ethical behavior and their relevancy to professional communicators. Students learn to analyze various moral viewpoints, so they can discern a justifiable system of ethical decision-making. Students apply ethical reasoning and professional codes of conduct to scenarios to determine the most ethical action to take.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4153 International Mass Communication

Description: Examination of the nature and flow of news and information within and among nations, states and societies from a theoretical vantage point grounded in region-specific realities. The political, economic, social, cultural and historical forces determining media practice in a global environment. No credit for students with credit in MC 5253. Previously offered as JB 4253.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4163 Mass Communication Law

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: Major principles of media law by examining the important court decisions, statutory and regulatory enactments in each area of communication law. Relevant constitutional freedoms and legal issues affecting professional communicators and all participants in a self-governing society. Practice applying the law and precedents to specific situations to determine if potential legal problems exist. No credit for students with credit in MC 5163. Previously offered as JB 4163 and JB 3163.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4360 Advanced Topics in Mass Communications

Prerequisites: MMJ 3263, SC 3353, or SPM 3813 with a grade of "C" or higher; and pass proficiency review.

Description: Independent study and project development to fit the student's field of study. Previously offered as JB 4360. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Contact: 1-3 Other: 1-3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 4733 Responsibility in Mass Communication

Prerequisites: MC 2003 with a grade of "C" or better; and pass proficiency review.

Description: Interaction between mass media and society with emphasis upon the communicator's ethics and responsibilities. Meets with MC 5733. No credit for students with credit in MC 5733. Previously offered as JB 4733.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4993 Senior Honors Thesis

Prerequisites: Departmental invitation, senior standing, Honors Program participation.

Description: A guided reading and research program ending with an honors thesis under the direction of a senior faculty member, with second faculty reader and oral examination. Required for graduation with departmental honors in the School of Journalism and Broadcasting. Previously offered as JB 4993.

Credit hours: 3

Contact hours: Contact: 3 Other: 3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

General Education and other Course Attributes: Honors Credit

MC 5000 Thesis

Description: For mass communication graduate students who are candidates for the master's degree. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

Credit hours: 1-6

Contact hours: Contact: 1-6 Other: 1-6

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5010 Capstone Creative Project

Prerequisites: "B" or better in MC 5113, MC 5333, and MC 5651 and instructor permission.

Description: Capstone research project or creative activity for a mass communication graduate student. Offered for variable credit, 1-3 credit hours, maximum of 4 credit hours.

Credit hours: 1-3

Contact hours: Contact: 1-3 Other: 1-3

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5011 Experience Report

Prerequisites: Instructor permission and MC 5020 (6 hours) or MC 5040 (6 hours).

Description: The Experience Report is a non-thesis, degree completion option for the Study Abroad or Practicum graduation candidates.

Credit hours: 1

Contact hours: Contact: 1 Other: 1

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5020 Advanced Practicum or Internship in Mass Communication

Prerequisites: One semester of graduate coursework and consent of instructor.

Description: Applied training allowing students to relate theoretical principles to situations in professional settings. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

Credit hours: 1-6

Contact hours: Contact: 1-6 Other: 1-6

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5030 Independent Study in Mass Communication

Prerequisites: Consent of instructor.

Description: Independent study, directed readings or project development in mass communications to fit the student's academic and professional interests. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Contact: 1-3 Other: 1-3

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5040 Media International Experience

Prerequisites: Consent of instructor.

Description: Participation in either an international experience sponsored by the School of Media and Strategic Communications (SMSC) or a research or directed reading project in conjunction with a study abroad experience. An SMSC international offering will typically involve the integrated study of a country or region regarding relevant cultural, commercial, historical, technological, political, and economic issues especially as those areas related to media and communication. The project option would be a student-initiated and student-designed with a faculty adviser or mentor input and guidance. May not be used for degree credit with MC 4043 in same semester with same subtitle. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Contact: 1-3 Other: 1-3

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5113 Methods of Research in Mass Communication

Description: Principles and techniques of research; research planning, design and measurement in mass communication.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5143 Diversity In Sports Media

Description: This course examines sports media content, framing, personnel, and audiences in relation to diverse groups. Primary emphases are placed on race and ethnicity, gender, sex, LGBT, national identity, and disability. Sports media coverage of each group is examined from a historical perspective up through the 21st Century convergence of broadcast, online, and print journalism. Particular focus is placed on diversity among sport media gatekeepers.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5163 Mass Communication Law

Prerequisites: MC 2003 and graduate standing.

Description: Major principles of media law by examining the important court decisions, statutory and regulatory enactments in each area of communication law. Relevant constitutional freedoms and legal issues affecting professional communicators and all participants in a self-governing society. Practice applying the law and precedents to specific situations to determine if potential legal problems exist. Meets with MC 4163. No credit for students with credit in MC 4163.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5223 Mass Communication Research Analysis and Interpretation**Prerequisites:** MC 5113.**Description:** Single- and multi-variate analysis, interpretation and reporting of mass communication research data. Use of computers in research analysis.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5253 International Mass Communication****Description:** Examination of the nature and flow of news and information within and among nations, states, and societies from a theoretical vantage point grounded in region-specific realities. The political, economic, social, cultural and historical forces determining media practice in a global environment. No credit for students with credit in MC 4153.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5283 Citizen Branding****Prerequisites:** Graduate standing.**Description:** The course is focused on promoting citizen engagement and community building in a digital era. It explores consumption of networked political campaigns, corporate and national identity branding, and participation in the social media marketplace. It examines the effect of media on community deliberation. This course will provide the tools to increase meaningful community engagement in ways that will transform our communities into more vibrant and interactive places.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5323 Nation Branding****Prerequisites:** Graduate standing.**Description:** Nation branding is defined for this course as the strategic act of shaping a country's reputation and country image through the use of branding techniques. This course will explore America's image abroad and attempt to understand the recent rise of anti-Americanism, as well as look at nation branding in other countries. May not be used for degree credit with GS 5323.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5333 Media Theory****Prerequisites:** Graduate standing.**Description:** Mediating factors that affect interaction of ingredients in the communications process, and how these factors can affect the fidelity of information conveyed.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5383 Media Relations****Prerequisites:** Graduate standing.**Description:** Strategies for dealing with the news media. Students will gain hands-on experience in conducting media news conferences, pitching story ideas and preparing themselves and others for dealing with news media interviews. Meets with SC 4383. No credit for students with credit in SC 4383.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5443 Sports Branding****Prerequisites:** Graduate Standing.**Description:** Introduction to the multibillion-dollar industry of sports branding and sponsorship from the viewpoint of the team, the brand, and other entities involved. Sports branding creates and delivers brand content to fans to bolster engagement and loyalty towards the generation of revenue. Course covers the history of sports branding, the broader sport and eSports ecosystems, team and individual athlete branding, sponsorship, and the role of globalization and virtual-based Consumer technologies.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5483 Nonprofit Branding****Prerequisites:** Graduate Standing.**Description:** This course explores the role of strategic communications for nonprofit organizations. It will provide students with an in-depth understanding of how communication theories can be applied to build organizational brand, foster commitment to organization's mission, increase trust, create ambassadors, strengthens impact, and create lasting social change.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5520 Specialized Strategic Communications Applications****Prerequisites:** One semester of graduate course work and consent of instructor.**Description:** Professional strategic communications at an advanced level. Strategic communications study of non-profit, corporate, agency, international and other specialized applications. Course content varies by semester. No credit for students with credit in SC 4520 during the same semester or with the same subtitle. Offered for fixed credit, 3 credit hours, maximum of 6 credit hours.**Credit hours:** 3**Contact hours:** Contact: 3 Other: 3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm

MC 5540 Specialized Multimedia Journalism Applications**Prerequisites:** Graduate standing.**Description:** Professional journalism at an advanced level. Special topics in areas such as announcing, performance; political, business, and investigative reporting; advanced layout and design or audio production; feature, column and editorial writing. Course content varies by semester. Meets with MMJ 4540. No credit for students in MMJ 4540 during the same semester or with the same subtitle. Offered for fixed credit, 3 credit hours, maximum of 6 credit hours.**Credit hours:** 3**Contact hours:** Contact: 3 Other: 3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm**MC 5560 Specialized Sports Media Applications****Prerequisites:** Graduate standing.**Description:** Professional sports media at an advanced level. Special topics in areas such as sports media production, announcing, performance; sports feature, column and editorial writing. Course content varies by semester. Meets with SPM 4560. No credit for students in SPM 4560 during same semester or with same subtitle. Offered for fixed credit, 3 credit hours, maximum of 6 credit hours.**Credit hours:** 3**Contact hours:** Contact: 3 Other: 3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm**MC 5603 Integrated Marketing Communication****Prerequisites:** MC 2003 and SC 2183 or MKTG 3213; and graduate standing.**Description:** Planning and the value of coordinating the various promotional mix elements within a communication campaign to create maximum clarity and impact. Communication elements including advertising, public relations, direct marketing and sales promotion and examine strategies for combining and integrating them into an effective campaign. Theories, models and tools to make better promotional communication decisions. No credit for students with credit in SC 4603.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5613 Storytellers Studio****Prerequisites:** Graduate standing.**Description:** This is a graduate seminar designed to provide an understanding of the theory and practice of mass media. Through readings, lectures, multi-media presentations and guests who are industry experts, we explore the main media institutions and how they create, exhibit, and disseminate their products. The course also explores how diverse audiences and users select, use and react to media content. Special attention is paid to the audience/medium relationship, improving media literacy and a broad understanding of media ethics.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5651 Introduction to Graduate Study in Mass Communications****Prerequisites:** Graduate standing.**Description:** Orientation to skills necessary for successful completion of graduate work. Training in library and archival research, academic writing and preparation of research reports, familiarization with theoretical concepts and issues associated with mass communication. Required of all mass communication MS candidates, and prerequisite to MS candidates enrolling in mass communication seminars. Previously offered as MC 5653.**Credit hours:** 1**Contact hours:** Lecture: 1 Contact: 1**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5733 Responsibility in Mass Communication****Prerequisites:** Graduate standing.**Description:** Interaction between mass media and society with emphasis upon the communicator's ethics and responsibilities. Meets with MC 4733. No credit for students with credit in MC 4733.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5753 Media And Elections****Prerequisites:** Graduate standing.**Description:** Examination of media's role in the political process with primary emphasis on print and broadcast journalism practices. Meets with MMJ 4753. No credit for students with credit in MMJ 4753.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5770 Seminar in Communication Media****Prerequisites:** Graduate standing.**Description:** International communication, media history, legal research, new technology, women and the media, television and children, industrial television, and communication research. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.**Credit hours:** 1-3**Contact hours:** Contact: 1-3 Other: 1-3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm**MC 5773 Censorship****Prerequisites:** Graduate standing.**Description:** Critical examination of historical and contemporary occurrences of censorship from legal, philosophical, political, religious and sociological perspectives. The course will explore the definition of censorship, the common elements found in all forms of censorship, the rationalizations and justifications for censorship, and the consequences and unintended results of censorship. No credit for students with credit in MMJ 4773.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm

MC 5843 Sport Fanship**Prerequisites:** Graduate Standing.**Description:** An in-depth examination of modern sport fans and their relationship with the sports media industry. The class will define sport fanship in today's context, cover the many causes of fanship, and explore its social and psychological consequences.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5883 Media Management****Prerequisites:** Graduate Standing.**Description:** The focus of this course is on an integrated approach to the management in an organization, particularly grounded in organizational theory. Management concerns in mass communication practice, including public relations, brand management, digital production, multimedia journalism and sports media. Different emphases offered according to student demand or need.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5933 Theories of Persuasion****Prerequisites:** Graduate standing.**Description:** In order to extend our understanding of Strategic Communication, it is important to study the large body of scientific research dealing with persuasion and persuasive communication. This is not a course on how to be a better persuader, but instead a study of the theories of persuasion. However by exploring the academic literature on persuasion, many strategies can be learned and used to not only make us better communicators, but also to help us resist persuasive attempts that we may encounter as citizens and consumers.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5953 Strategic Health Communications Campaigns****Prerequisites:** Graduate standing.**Description:** The course will focus on theoretical approaches to health message design and the most effective and strategic use of traditional and new media outlets. Students also will review and discuss examples of past and current health communication campaigns in the United States and around the world. Integrating theory and practice, students will apply these concepts to design strategic communication campaigns for area health agencies and organizations.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MMJ 2063 Fundamentals of Journalism****Prerequisites:** Departmental majors only. (MMJ, SPM, SC, and PMC.)**Description:** Basics of journalism, its role in society and problems and issues facing journalism. History, philosophy, ethics and current events will be discussed. Students also will practice the basics of interviewing and writing.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MMJ 3153 Fundamentals of Video and Studio Production****Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or better; and pass proficiency review.**Description:** Theory and practice of basic audio and video production techniques leading to later applications in radio, television and multi-media production. Previously offered as JB 3153.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**MMJ 3203 News Writing****Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or higher; and pass proficiency review.**Description:** The basics of news writing, grammar and Associated Press will be stressed. Students will learn the basics of structuring news stories and how to write basic stories including fire, crime, accidents, obituaries, etc.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**MMJ 3263 Multimedia Reporting****Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.**Description:** Introduces the basic sources, documents and reporting techniques needed to cover typical government beats. Real-world assignments provide practical experience reporting and writing on deadline across media platforms such as print, broadcast and Web. News judgment as well as interviewing, time- management and writing skills will be addressed. Gathering news in an ethical manner and telling substantive, multi-media stories that encompass the community's diversity are emphasized. Previously offered as JB 3263 and JB 2393.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm

MMJ 3293 Information Graphics

Prerequisites: MMJ 3263 and MMJ 4423 with "C" or better and MMJ 4393 with "C" or better or concurrent, and pass proficiency review.

Description: Using computer-designed charts, maps, graphs, diagrams and other visual representations of information to tell the news. Combines theories of non-verbal communication and practical application. Includes the basic design concepts and techniques for creating TV and video graphics. Previously offered as JB 3293.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 3313 Multimedia Editing

Prerequisites: MMJ 3263 with a grade of "C" or better or concurrent enrollment in MMJ 3263, pass proficiency review.

Description: Principles and practice in editing copy for print, broadcast and Web, selecting pictures and video, and writing headlines, cutlines, blurbs, teasers and promos. Strong emphasis placed on language usage and ethical decision-making. Previously offered as JB 3313 and JB 2413.

Credit hours: 3

Contact hours: Lecture: 2 Contact: 3 Other: 1

Levels: Undergraduate

Schedule types: Discussion, Combined lecture & discussion, Lecture

Department/School: Media & Strategic Comm

MMJ 3553 Advanced Reporting

Prerequisites: MMJ 3153 and MMJ 3263 with "C" or better in both, and pass proficiency review.

Description: Reporting techniques empowering journalists to fulfill their watchdog role in a democracy. Practical experience in accurately reporting and writing on deadline. Emphasis on multimedia to tell the news of government through people. Emphasizes importance of human diversity and cultivating sources ethically. Stresses the use of government documents. Previously offered as JB 3553.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

Additional Fees: JB Equipment Use fee of \$10 applies.

MMJ 3623 Internet Communication

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in each, and pass proficiency review.

Description: Theoretical and practical understanding of how the Internet is changing the way mass media and media-related organizations communicate with audiences. Previously offered as JB 3623.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 3773 Multimedia Voice and On-Camera Performance

Prerequisites: MMJ 3153 and MMJ 3263 with a grade of "C" or better in both; and pass proficiency review.

Description: Broadcast professionals team up with experienced faculty to polish the on-air performance of media students. In this class students will anchor and report news and discover their own personal style of delivering the news and sports.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 3823 Photography I

Prerequisites: MC 2003 and MC 2023 with a grade of C or better in each, pass proficiency review.

Description: Expression of visual communications through photography. Creating and producing photographs using digital equipment and understanding lenses, exposures, color and composition. Manipulation, color and tone correction of photography using photo-editing software. For students who want an elementary understanding of photography or to prepare for advanced work in photography or photojournalism. Previously offered as JB 3823.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 3873 Podcast and Audio Production

Prerequisites: MMJ 3153 with a grade of C or better; and pass proficiency review.

Description: Prepares students to work in radio and internet audio production and imaging. Students prepare and present materials in a broadcasting situation. Students learn about and develop skills in different formats of audio production, including the production of audio messages such as radio commercials and long-form programming, including podcasting. Previously offered as JB 3873 and JB 2873.

Credit hours: 3

Contact hours: Lecture: 2 Contact: 3 Other: 1

Levels: Undergraduate

Schedule types: Discussion, Combined lecture & discussion, Lecture

Department/School: Media & Strategic Comm

MMJ 3900 Multimedia Journalism Internship

Prerequisites: MMJ 3153 and MMJ 3263 with a grade of "C" or better and consent of instructor, and pass proficiency review.

Description: Internship practice for qualified multi-media journalism students who wish creative communications experience beyond that available in the classroom. Previously offered as JB 3900. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Contact: 1-3 Other: 1-3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MMJ 3913 Multimedia Content Creation

Prerequisites: MMJ 3153 and MMJ 3263 with a grade of "C" or better in both; and pass proficiency review.

Description: Techniques to write and produce creative content (video, audio and web-based projects) in a real-world environment. Students will produce material in the field, without assistance from studio engineers or other personnel. Applications are endless, but include social media content creation, sports, news, documentary, multimedia and long-form journalism projects, and even live production. Although a news format may be used for projects, the skills taught will translate into many production fields. Previously offered as JB 3913.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 3943 Photojournalism

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in each, and pass proficiency review.

Description: Theory and practice in the digital techniques of photojournalism. Intermediate concepts of lighting, composition, action and storytelling via digital photography. A basic understanding of photography and photo developing necessary. Must have access to 35mm single reflex or digital camera. Previously offered as JB 3943.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4243 Programs and Audiences

Prerequisites: MC 2003 and MC 2023 with grades of "C" or better in both; and pass proficiency review.

Description: Audience analysis, proper construction of programs for greatest appeal and use of appeals to attract the desired audience. Program types, rating systems, program selection and audience attention. Design and discussion of programs to reach specific audiences. Previously offered as JB 4243.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4253 Fundamentals of Broadcast Engineering

Prerequisites: EET 3104 and MMJ 3153 with a grade of "C" or better in both; and pass proficiency review.

Description: An introduction to test equipment (vector scopes, waveform monitors, spectrum analyzer), FCC administrative Practices, EAS Standards, Broadcast Engineering documentations, RF and tower safety, Spectrum and frequency allocations, AF/FM/TV basic antennas structures, coupling, phasing, combining, coaxial and measurements. Microwave and STL systems, transmitters (FM/AM/TV high-low powered), fiber optics, satellite and cable TV systems. Computer networking basics (IPV4/6, topology including cloud bases systems) and digital distribution audio/video streaming (RTP, UDP, RTSP).

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4313 Public Affairs Reporting

Prerequisites: MMJ 3263 with a grade of "C" or better; and pass proficiency review.

Description: Reporting techniques empowering journalists to fulfill their watchdog role in a democracy. Practical experience in accurately reporting and writing on deadline. Focus on a multimedia mindset to tell the news of government through people. Emphasizes importance of human diversity and cultivating sources ethically. Stresses the use of government documents. Previously offered as JB 4313 and JB 3413.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 4393 Data Journalism

Prerequisites: MMJ 3263 with a grade "C" or better, pass proficiency review; STAT 2013 or STAT 2023 or STAT 2053.

Description: Provides practical experience using the computer as a tool for data analysis while focusing on social science research methods. Combines the scientific method with the process approach to news writing. Teaches how to find and import data into a spreadsheet and systematically analyze it using basic and advanced techniques. The data analysis will generate an idea for a story for print or broadcast, which must be followed up with reporting and writing that stresses how people are affected. Previously offered as JB 4393.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

Additional Fees: AP Stylebook fee of \$5.30 applies.

MMJ 4413 Advanced Reporting and Writing

Prerequisites: MMJ 4313 with a grade of "C" or better; and pass proficiency review.

Description: Enhancement of writing style and reporting techniques; evaluation of sources and polling practices, and investigative coverage of newsmakers and events. Previously offered as JB 4413.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4423 Graphic Design in Multimedia

Prerequisites: MC 2003 and MC 2023 with "C" or better; and pass proficiency review.

Description: Design principles, techniques and practices for a converging media. Includes photo editing and introduction to type for print and online. Emphasizes ethical decision-making in content selection and placement. Previously offered as JB 4423 and JB 3423.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 4433 Multimedia Feature Writing and Storytelling

Prerequisites: MMJ 3153 and MMJ 3263 with "C" or better; and pass proficiency review.

Description: In-depth features that combine writing, broadcast, photography and other elements as needed to produce packages. Previously offered as JB 4433.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4540 Specialized Multimedia Journalism Applications

Prerequisites: MMJ 3153 or MMJ 3263 with a grade of "C" or better and consent of department; and pass proficiency review.

Description: Professional journalism at an advanced level. Special topics in areas such as announcing, performance; political, business and investigative reporting; advanced layout and design or audio production; feature, column and editorial writing. Course content varies by semester. Meets with MC 5540. No credit for students in MC 5540. Previously offered as JB 4540. Offered for fixed 3 credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Contact: 3 Other: 3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MMJ 4573 Broadcast Documentary

Prerequisites: MMJ 3153 and MMJ 3263 with a grade of "C" or better in both; and pass proficiency review.

Description: Student-written and produced broadcast and cablecast mini-documentaries; analysis of selected programs. Previously offered as JB 4573.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4753 Media and Elections

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: Examination of media's role in the political process with primary emphasis on print and broadcast journalism practices. Meets with MC 5753. No credit for students with credit in MC 5753. Previously offered as JB 4753.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4773 Censorship

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: A critical examination of historical and contemporary occurrences of censorship from legal, philosophical, political, religious and sociological perspectives. The course will explore the definition of censorship, the common elements found in all forms of censorship, the rationalizations and justifications for censorship, and the consequences and unintended results of censorship. No credit for students with credit in MC 5773. Previously offered as JB 4773.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4863 Media Management

Prerequisites: MMJ 3263 with a grade of "C" or better; and pass proficiency review.

Description: Basic issues, concepts, operational procedures and strategies associated with effectively managing media corporations. Examines management operations related to media convergence. Emphasis is placed on making ethical decisions and administrative choices in staffing and content that reflect a community's diversity. No credit for students with credit in MC 5863. Previously offered as JB 4863.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4953 Advanced Production Practices

Prerequisites: MMJ 3913 and MMJ 3263 with a "C" or better; and pass proficiency review.

Description: Advanced professional television production. Student produced and directed television programs, including "specials," for distribution on cable or other professional media. Previously offered as JB 4953.

Credit hours: 3

Contact hours: Lecture: 2 Contact: 3 Other: 1

Levels: Undergraduate

Schedule types: Discussion, Combined lecture & discussion, Lecture

Department/School: Media & Strategic Comm

MMJ 4960 Live Field Production

Prerequisites: MMJ 3153 with a grade of "C" or better; and pass proficiency review or consent of instructor.

Description: Develop a live, in-the-field production from writing a program proposal to an actual live broadcast. Students determine what equipment is needed; conduct a site survey to develop a location plot for the site; determine the best location for the cameras and master control area; write a facilities request; and create scripts for the pre-parade show and the Homecoming parade broadcast. Students also learn proper techniques of in-the-field videography, switching (live editing), and audio. Previously offered as JB 4960. Offered for 3 fixed credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4970 Newscast Production

Prerequisites: MMJ 3153 or MMJ 3263 with a grade of "C" or better in each, pass proficiency review.

Description: Advanced skills in reporting, news producing, editing and anchoring. Students will assemble a video newscast or newsmagazine with content that is usable across various media platforms. Offered for 3 credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4973 Multimedia Journalism Capstone

Prerequisites: MMJ 3553 and MMJ 4393 each with a grade of "C" or better; and pass proficiency review.

Description: Advanced principles and techniques for students specializing in both news and digital production. Students come together as teams to create multimedia news products.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 2083 Digital Communication for Strategic Communication

Prerequisites: ENGL 1213 or ENGL 1223 or ENGL 1413 with a grade of "C" or better. 24 hours earned and SC majors only.

Description: This course introduces students to Digital Communications in Strategic Communication. The course will focus on fundamental principles and skills of digital storytelling, including social media and video creation. Using multimedia tools, students will gain skills for visually communicating a strategic brand story through digital channels. There will be an emphasis on basic skill set, with a series of hands-on lessons.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 2183 Introduction to Strategic Communications

Prerequisites: Departmental majors only.

Description: This course provides students with information and insights about strategic communications: how messages are created and framed, why we respond to messages the way we do, and how to employ communications strategies to advance organizational goals. The course will address the media, methods, functions and ethics of institutions' communication and interactions with a variety of audiences with an emphasis on public relations and advertising. Previously offered as JB 2183.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 2333 Industry Immersion in SC

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of 'C' or better in each, and pass proficiency review.

Description: This course will expose strategic communication majors to work environments related to their major. Through industry site visits in Oklahoma, students will network with professionals to observe, engage, and reflect upon the professional practice of strategic communicators. Students will observe SC practices and work cultures at advertising, marketing, and public relations agencies: corporate communication and government offices: and nonprofits. Professional development activities for job/internship searches.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3043 Entertainment in the Media

Prerequisites: Departmental Majors Only (MMJ, SPM and SC).

Description: This class examines the evolution of storytelling beyond traditional film and television formats and delves into emerging technologies and distribution platforms that are shaping current and future entertainment content. Lectures, in-class exploration of new media content and special guest speakers, who will share their career achievements, challenges, and advances in their area of the evolving new media and gaming industry. Field trips to see special demonstrations of equipment and production.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3353 Persuasive Writing for Strategic Communicators

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each, pass proficiency review.

Description: An examination of the language of persuasive communication, how persuasion works and the techniques of persuasive message strategy. Application of persuasive writing for traditional media and emerging digital media.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

Additional Fees: AP Stylebook fee of \$5.30 applies.

SC 3383 Strategic Communications Management and Strategies

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and pass proficiency review.

Description: This course examines strategic communications as a management function that aligns organizational mission and messaging across business, industry, agriculture, government, education and other fields. Students develop skills for integrated communications campaigns encompassing public relations, marketing and reputation management. Topics include researching audiences, crafting consistent messaging across media platforms, managing organizational image, crisis communications, and evaluating campaign effectiveness. Course previously offered as JB 3383.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3443 Social Media

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and pass proficiency review.

Description: The practice and application of social media such as Facebook, YouTube, Twitter, Instagram and other social networking platforms to strategic communications practice.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3463 Event Planning and Communication

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each or permission of instructor.

Description: This course covers the fundamentals of event planning from a strategic communications perspective. Teaches a variety of aspects involved in event planning including creating a vision and strategic plan, understanding various marketing strategies, budget management, networking, conference design, and assessment. Attendance of two events outside of class are required.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3483 Nonprofit Communications

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and pass proficiency review.

Description: This course will offer an overview of branding and communications concepts, helping students approach branding in a way that builds commitment to their organization's mission, increases trust, creates ambassadors, and strengthens impact. Students will gain a basic familiarity with a variety of branding principles, fundraising techniques and develop strategic communication recommendations for an organization with which they are familiar.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3600 Strategic Communications Internship

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or better in both and consent of instructor; and pass proficiency review.

Description: Internship practice for qualified strategic communications students who wish creative communications experience beyond that available in the classroom. Course previously offered as JB 3600. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Contact: 1-3 Other: 1-3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

SC 3603 Copywriting and Creative Strategy

Prerequisites: SC 3353 and SC 3753 with "C" or better in both; and pass proficiency review.

Description: This course emphasizes creative strategy development in advertising/PR campaigns, centered on the 'Big Idea.' It is designed to teach students to think creatively to solve advertising/PR problems and to effectively craft messages that resonate with the target audience. The course imparts skills in advertising copywriting across diverse media, including social media and emerging technology platforms. Course previously offered as JB 3603.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3693 Social Media Analytics

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or better in both; and pass proficiency review.

Description: This course introduces students to the fundamental principles and techniques of social media analytics, focusing on the collection, analysis, and interpretation of social media data for advertising and public relations purposes. Emphasizing practical, hands-on experience, students will learn to utilize programming languages like R to understand social media trends, audience behavior, and campaign effectiveness. However, pre-existing knowledge of programming languages is not required.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3753 Graphic Design for Strategic Communication

Prerequisites: MC 2003 and MC 2023, and SC 2183 with a grade of "C" or better in each, pass proficiency review.

Description: An analysis and application course focused on designing elements used in strategic communication to include both traditional media and new media. Creative and practical aspects of typography, layout and design. Lab component offers hands-on instruction and skills development. Course previously offered as JB 3753.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SC 3953 Research Methods for Strategic Communicators

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and STAT 2013 or STAT 2053; and pass proficiency review.

Description: This course provides an overview of strategic communication research, emphasizing its application in developing and evaluating strategic communication strategies. Primary and secondary research are employed to understand target audiences, including consumers, stakeholders, and the public. The course outlines procedures for conducting a research project, engaging students in the research planning process, gathering primary data, and analyzing and presenting results.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4013 Media and Markets

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and STAT 2013 or STAT 2053; and pass proficiency review.

Description: Introduction to the strategic use of media. Major principles of media planning and buying, audience measurement, media research, new media technology, and market segmentation. Course previously offered as JB 3013.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4063 Creative Video for Digital Strategy

Prerequisites: SC 3353 and SC 3753 with grade of "C" or better and pass proficiency review.

Description: This course focuses on strategies for social media communicators, technical video productions skills, and creative principles required to plan, shoot, and edit impact videos for social media. Students will produce Impact Videos to promote clients' visual brand identity on social media platforms such as Instagram, Twitter, TikTok and Facebook.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4223 Media Sales and Marketing

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: The primary focus of this course is to learn to sell advertising time and space and gain insight into the professional sales process. Course will explore the role of sales in the marketing mix, the intricacies of the different local media available to advertisers, how to make effective sales presentations and the art of prospecting. Course previously offered as JB 4223.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4383 Media Relations

Prerequisites: Senior standing, minimum graduation/retention GPA of 2.5.

Description: Strategies for dealing with the news media. Students will gain hands-on experience in conducting media news conferences, pitching story ideas and preparing themselves and other for dealing with news media interviews. Meets with MC 5383. No credit for students with credit in MC 5383. Course previously offered as JB 4383.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4443 Entertainment Media Writing

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or higher; and pass proficiency review.

Description: This advanced writing course focuses on strategic writing for entertainment media. Course readings, discussions, guest lectures, and multimedia presentations are coupled with practical application of theory and entertainment case studies. Students will apply strategic writing skills for celebrity communication and entertainment branding in the digital age.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4493 Strategic Writing for Content Creation

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or better in both; and pass proficiency review.

Description: An advanced writing application course in creating, planning, researching, editing, and designing of multimedia content used in strategic communication. Previously offered as JB 4493.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

Additional Fees: AP Stylebook fee of \$5.30 applies.

SC 4520 Specialized Strategic Communication Applications

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or better in both; and pass proficiency review.

Description: Professional strategic communications at an advanced level. Strategic communications study of non-profit, corporate, agency, international and other specialized applications. Course content varies by semester. No credit for students with credit in MC 5520 during the same semester or with the same subtitle. Course previously offered as JB 4520. Offered for fixed 3 credit hours, maximum of 9 credit hours.

Credit hours: 3

Contact hours: Contact: 3 Other: 3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

SC 4603 Integrated Marketing Communication

Prerequisites: MC 2003 and MC 2023; and SC 2183 or MKTG 3213 with a grade of "C" or better in each; and pass proficiency review.

Description: Planning and the value of coordinating the various promotional mix elements within a communication campaign to create maximum clarity and impact. Communication elements including advertising, public relations, direct marketing and sales promotion and examine strategies for combining and integrating them into an effective campaign. Theories, models and tools to make better promotional communication decisions. No credit for students with credit in MC 5603. Course previously offered as JB 4603.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4653 Electronic Media Advertising

Prerequisites: SC 3353 and SC 3753 each with a grade of "C" or better; and pass proficiency review.

Description: Introduction to the strategic use of entertainment marketing and new media in advertising. Major principles of engagement through current trends in advertising and branding via new technologies, product placement, sponsorship, and cross promotions. All types of new media and entertainment marketing will be explored and analyzed including, but not limited to, Internet advertising, product placement in film, TV and gaming, mobile marketing, and viral marketing. Course previously offered as JB 4653.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4663 Professional Portfolio

Prerequisites: SC 3353 and SC 3753; or MMJ 4423 with a grade of "C" or better in each; or permission of instructor; and pass proficiency review.

Description: Designed to help students polish and present their design and creative work in an integrated package coupled with personalized identity materials. Emphasis will be on applying advanced visual and graphic communication theories to present an attractive and persuasive portfolio of creative work. It is intended for students who have completed a significant amount of course work in their field. An intermediate level of experience with desktop design software is assumed.. Course previously offered as JB 4663.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SC 4743 Entertainment Media Campaigns

Prerequisites: SC 3043 and SC 3443 and SC 3353 and SC 3753 and SC 4013 and MMJ 3153; and MMJ 4573 or MMJ 4960; with a grade of "C" or better in all and pass proficiency review.

Description: Students complete a theoretical or applied project during the semester focusing on theoretical/methodological concerns in media and entertainment and their implications for our understanding of media in society. The course culminates in a paper/project that integrates, critiques, extends and applies knowledge gained from prior media and entertainment courses. Students present their own projects and contribute to substantive discussions of presentations by other students.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4763 Social Media Campaigns

Prerequisites: SC 3443 and SC 4013 and SC 4063 and SC 4653 and SC 4493 with grade of "C" or better in each, pass proficiency review.

Description: Considering the latest industry standards and best practices in digital communication, this course will focus on social media monitoring, strategic design, creative engagement, and social media campaign evaluation. This course guides students through the process of developing a robust social media campaign for an organization or environment. Emphasis on the role of social influence including the development, value, and role of social media in mass communication.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4843 Strategic Communication Campaigns

Prerequisites: SC 3383, SC 3953, SC 4013; and SC 3603 OR SC 4493 ALL with "C" or better; or permission of instructor, and pass proficiency review.

Description: Planning, preparation and presentation of comprehensive integrated strategic communication campaigns for national or local clients. Student teams produce all aspects of the campaign, from conception to presentation. Satisfies capstone requirements for strategic communication majors. Course previously offered as JB 4843.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4980 Advertising Competitions**Prerequisites:** Consent of instructor.**Description:** Gain real-world experience on a team developing an integrated advertising campaign for the prestigious American Advertising Federation (AAF) National Student Advertising Competition (NSAC). Through extensive research, strategic planning, and creative execution, students will apply their advertising knowledge and skills and develop expertise in branding, marketing, media strategy, and campaign materials. Admission is by application. This course offers hands-on learning, professional mentoring, and the opportunity to showcase your work regionally and nationally. Offered for fixed credit, 3 credit hours, maximum of 6 credit hours.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**SPM 1883 Introduction to eSports****Description:** This course introduces students to eSports. Students will learn about this history of eSports, the rapidly growing world of gaming, genres, streaming, lifestyle, careers, and the various eSports communities to understand how their different roles affect each other. We will begin to explore ways in which eSports are deeply rooted within media and broadcasting. Students will be able to demonstrate their ability to work as a group through team building exercises and effective team communication.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**SPM 2843 Sports and the Media****Prerequisites:** Departmental majors only.**Description:** The introductory course for sports media majors. Sports is a major industry in the United States today, and this course is designed to study that industry and the opportunities for and responsibilities of the journalists who cover it. Topics covered include the evolution of the sports media, sports media relations, ethics and the sports media, racial and gender issues in sports and the media, and multimedia sports journalism in the 21st century. Course previously offered as JB 2843.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**SPM 3500 Sports Media Internship****Prerequisites:** MMJ 3263 and MMJ 3153 or (SC 3353 and SC 3753) with a grade of "C" or better and consent of instructor; and pass proficiency review.**Description:** Internship practice for qualified sports media students who wish creative communications experience beyond that available in the classroom. Course previously offered as JB 3500. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.**Credit hours:** 1-3**Contact hours:** Contact: 1-3 Other: 1-3**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm**SPM 3783 Strategic Sport Communication****Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or better in each; and pass proficiency review.**Description:** Provides an overview and introduction to sport consumption and communication within the sport industry. The primary focus of the course is on the role of strategic communication in all aspects of sport, fundamentals of sport publicity and promotional campaigns. Course previously offered as JB 3783.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**SPM 3813 Sports Reporting Across the Media****Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or higher in both; and pass proficiency review.**Description:** This course provides an introductory reporting course specifically for aspiring professionals of major sectors of the sport media industry (i.e., television, internet sites, public relations, newspapers, radio, Twitter and magazines). Students learn the basics of game summaries, keeping accurate statistics, conducting interviews, structuring stories, incorporating quotes in sports media content, all while adhering to AP style and ethical standards of journalism and communications professionals.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**SPM 3843 Contemporary Sport Consumption****Prerequisites:** MC 2003 and MC 2023 with grade of "C" or better in both; and pass proficiency review.**Description:** Contemporary Sports Consumption will examine ethical and cultural considerations of the sports media as they pertain to case studies in sports promotion, NIL (Name, Image, and Likeness), sports gambling, drugs in sports, athletes and crime, privacy of athletes, gender and race in sports, international sports, labor issues in sports, and how the Internet is changing sports coverage.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**SPM 3863 Electronic Sports Reporting****Prerequisites:** MMJ 3153 and MMJ 3263 and SPM 3813 each with a grade of "C" or better; and pass proficiency review.**Description:** Introduces students to various types of radio and television sports stories in the media. Students will learn to write in the aural style for broadcast/Web cast format. The course will emphasize other performance situations, such as producing and anchoring radio and television sportscasts. Students will be graded based on a combination of projects and testing.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm

SPM 3880 Topics in eSports

Description: Special topics in the field of eSports such as: eSports history, on-air talent, broadcasting, competition management, program coordination, brand management, promotion and advertising. Course content varies by semester. Each topic covered in the course is intended broaden students' horizons on the scope of, and ability to participate in, the eSports universe. No credit for students with previous credit for this course with same subtitle. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.

Credit hours: 1-3

Contact hours: Lecture: 1-3 Contact: 1-3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SPM 4053 Sports Announcing

Prerequisites: MMJ 3153 and MMJ 3263 with a grade of "C" or better; and pass proficiency review.

Description: Focuses on the theory and practice of electronic media sports coverage, with an emphasis on the role, skills and practices of radio and TV sports announcers and electronic sports media journalism. The class includes play-by-play broadcasts and a class project. Course previously offered as JB 4053.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SPM 4560 Specialized Sports Media Applications

Prerequisites: SPM 2843, and (SC 3353 or MMJ 3263 or MMJ 3153 with a grade of "C" or better); and pass proficiency review.

Description: Professional sports media at an advanced level. Special topics in areas such as sports media production, announcing, performance; sports feature, column and editorial writing. Course content varies by semester. No credit for students in MC 5560 during same semester or with same subtitle. Course previously offered as JB 4560. Offered for fixed 3 credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Contact: 3 Other: 3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

SPM 4813 Sports Media Production

Prerequisites: SPM 2843 and SPM 3813 and MMJ 3913 with a grade of "C" or better; and pass proficiency review.

Description: After completing this course students will be able to develop, write, pre-produce, produce, perform as talent and post-produce programming for broadcast sports media. By becoming proficient with specific production and performance techniques, you will be qualified to pursue an internship and/or employment with a media organization. Previously offered as JB 4813.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SPM 4833 Sports Information Systems

Prerequisites: MMJ 3263, SC 3353 or SPM 3813 with a grade of "C" or higher; and pass proficiency review.

Description: This course teaches basic skills needed to work in sport public relations/sport media relations. Students produce their own game stories, apply AP Style sports writing, utilize statistical software, how to keep and record statistics, and best practices for using social media and handling crises communication in sports.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SPM 4853 Advanced Sports Writing

Prerequisites: SPM 2843 and SPM 3813 and MMJ 3263 with a grade of "C" or better in each; and pass proficiency review.

Description: Advanced sports writing and reporting, which includes a wide variety of writing and reporting assignments, leading to an emphasis on enterprise and investigative reporting, as well as long-form features. Final projects should be of such quality to serve as the lead products in individual student portfolios. Same course as JB 3853 and SPM 3853.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SPM 4883 Sports Media Capstone

Prerequisites: SPM 3863 and MMJ 4393 each with a grade of "C" or better, and either SPM 4853 or SPM 4813 each with a grade of "C" or better or concurrent enrollment in one; and pass proficiency review.

Description: Capstone course for multimedia sports majors, giving them the opportunity to apply the skills they have learned to a final project that will be coordinated with a media outlet with the goal of publication. In addition, students will work on writing for print and electronic media, multimedia sports programming, management skills, and ethics and cultural issues in sports media. Course previously offered as JB 4883.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SPM 4933 Sports Information Capstone

Prerequisites: SPM 3783, SPM 3813 and SPM 4833, and MMJ 3153 and MMJ 4393 and SC 3753 with a grade of "C" or better in each; and pass proficiency review.

Description: This course examines critical, contemporary issues, and teaches skills and best practices needed for sports information and the sports public relations profession. Particular focus is placed on best practices and responses in the digital age.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm