

JOURNALISM & MASS COMM. (JMC)

- JMC 500 Digital Imaging II** **3 Credit hours**
Advanced methods of taking and editing still and video images for print, broadcast and online publication.
Grade Mode: Normal Grading Mode
- JMC 501 Multi-Media Writing** **3 Credit hours**
Principles and techniques of cross-media news writing for graduate student reporters and public relations professionals who have no prior experience in news writing.
Grade Mode: Normal Grading Mode
- JMC 502 Law of Mass Communication** **3 Credit hours**
Legal aspects of mass communications as they apply to the professional journalist.
Grade Mode: Normal Grading Mode
- JMC 504 Hist Am JRN & Mass Comm** **3 Credit hours**
The development of the press in the United States, the contributions of American journalist, the rise of radio and television, and the relationship of communication developments to political, economic and social trends in America.
Grade Mode: Normal Grading Mode
- JMC 506 Branding** **3 Credit hours**
Creative direction in developing the personality, reputation, appearance and character of great brand consistent in all aspects of a brand.
Grade Mode: Normal Grading Mode
- JMC 508 Research and Analytics** **3 Credit hours**
Introduction to methods and tools used to monitor, inform and evaluate advertising-public relations decisions including applications of research methods and analytics.
Grade Mode: Normal Grading Mode
- JMC 510 Magazine Editorial Prac** **3 Credit hours**
Study of the organization, and functions of the magazine editorial department, with practice in planning magazine content, laying out pages and establishing production procedures.
Grade Mode: Normal Grading Mode
- JMC 514 Reporting Public Affairs** **3 Credit hours**
Advanced instruction in cross media reporting local, state, and federal government; politics, finance, and labor; social and environmental issues, with emphasis on background and interpretation. Course includes field trips and guest speakers.
Grade Mode: Normal Grading Mode
- JMC 515 Content Strategy** **3 Credit hours**
Students will analyze advertising-public relations content problems, propose strategic solutions, create content and present strategies. Students will write, design and produce content for a variety of media. 3 hours.
Grade Mode: Normal Grading Mode
- JMC 524 Media Strategy** **3 Credit hours**
Focuses on the delivery of advertising-public relations messages with attention to the development of audience personas, content management and analytics for traditional, digital and social media.
Grade Mode: Normal Grading Mode
- JMC 530 Magazine Article Writing** **3 Credit hours**
Fundamentals of researching and writing popular, factual magazine articles; techniques of selling articles to magazines.
Grade Mode: Normal Grading Mode
- JMC 532 AD-PR Video Production** **3 Credit hours**
Students will create and produce various informational, promotional, and training videos for companies and organizations. Students will learn to make and critique AD-PR videos that inform, persuade and entertain. Development of the use of video for communication and instruction in businesses, agencies, and education. Production and utilization of video units for specific objectives.
Grade Mode: Normal Grading Mode
- JMC 534 Advanced Video** **3 Credit hours**
Development of the elements necessary for the production of detailed video projects. Students study the creation and production of public affairs, educational and creative video programming. (PR: JMC 332)
Grade Mode: Normal Grading Mode
- JMC 536 International Mass Comm** **3 Credit hours**
Development of various systems of mass communications and comparison with the United States.
Grade Mode: Normal Grading Mode
- JMC 537 Public Relations Planning** **3 Credit hours**
Public relations planning, writing and pitching of strategies and tactics to clients.
Grade Mode: Normal Grading Mode
- JMC 538 Public Relations Case Studies** **3 Credit hours**
Examination of the handling of public relations problems and opportunities by business, educational, governmental, and social organizations, with particular emphasis on public relations analysis and problem solving. (PR JRN 330)
Grade Mode: Normal Grading Mode
- JMC 539 AD-PR Campaigns** **3 Credit hours**
Students function as an AD-PR firm that researches, plans, implements, and evaluates advertising and public relations campaigns for clients.
Pre-req: JMC 537 and JMC 538.
Grade Mode: Normal Grading Mode
- JMC 550 Contemp Issues Radio-TV** **3 Credit hours**
An examination of the current political, social, economic and legal issues affecting the decision making process in the newsrooms and programming centers of the electronic media. (PR: Jr. standing)
Grade Mode: Normal Grading Mode
- JMC 551 Television Reporting I** **3 Credit hours**
Students report, shoot, edit, write, produce, and anchor "MU Report," a student-produced newscast. The class makes use of university broadcast facilities and West Virginia Public Television as available.
Grade Mode: Normal Grading Mode
- JMC 552 Advanced TV Reporting** **3 Credit hours**
Students report, shoot, edit, write, produce, and anchor "MU Report," a student-produced newscast, on a more advanced level. The class makes use of university broadcast facilities and West Virginia Public Television as available.
Pre-req: JMC 551.
Grade Mode: Normal Grading Mode
- JMC 555 Race Gender & Mass Media** **3 Credit hours**
A seminar that explores the participation of women and people of color in mass media; representations of gender and race are examined.
Grade Mode: Normal Grading Mode

JMC 562 Web Design for Mass Media	3 Credit hours	JMC 602 Mass Comm Research & Methods	3 Credit hours
Creative and practical aspects of typography, design and interactivity of online communications for the mass media.		Research techniques applied to problems of mass communications including computer applications, with emphasis on mastery gained by participation in specialized research projects. Required of all majors.	
Attributes: No Textbook Required		Pre-req: JMC 601 and EDF 517 or PSY 517.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
JMC 568 Environmental Mass Comm	3 Credit hours	JMC 603 Media Management	3 Credit hours
Identifying, analyzing and discussing issues that challenge environmental communications, strategizing the creation of comprehensible environmental messages and examining philosophies that underpin environmental communications.		An in-depth examination of the process and practice of media management.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
JMC 575 Documentary Journalism	3 Credit hours	JMC 604 Law and Ethics	3 Credit hours
Students will produce an original 15-minute film, defend their filmmaking technique in an oral presentation, and perform an in-depth written and oral presentation on one filmmaker.		The course examines the legal framework of American media from an ethical perspective. It also covers a basic framework of both the law and ethics.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
JMC 580 Special Topics	1-4 Credit hours	JMC 605 Master's Network	3 Credit hours
Grade Mode: Normal Grading Mode		This course cultivates brainstorming and critiquing methods and incubates ideas in a collaborative setting. Students will build useful networks, and formulate a creative process tailored to their Master's Initiative Project.	
JMC 581 Special Topics	1-4 Credit hours	Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		JMC 609 Sem In Public Relations	3 Credit hours
JMC 585 Independent Study	1-4 Credit hours	Theoretical and practical aspects of public relations, with special projects and readings to provide skills and insights requisite to success in the profession. Seminar discussions and research projects.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
JMC 586 Independent Study	1-4 Credit hours	JMC 612 Hist Mass Communications	3 Credit hours
Grade Mode: Normal Grading Mode		Analysis of mass media development in the United States and of current media problems, with emphasis on research.	
JMC 587 Independent Study	1-4 Credit hours	Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		JMC 620 PR in Health Care	3 Credit hours
JMC 588 Independent Study	1-4 Credit hours	This JMC course examines public relations practices and techniques used in health care.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
JMC 590 Jrn & Mass Comm Internship I	1-3 Credit hours	JMC 630 Seminar Media Criticism	3 Credit hours
Supervised journalistic work with the professional media. Course is for students without substantial professional media experience. Arrangements must be made in advance the School of Journalism internship director.		Intensive critical analysis of broadcasting programs and programming procedures from the sociocultural, literary, political and industry points of view. (PR: JMC 433 or JMC 533 or equivalent)	
Attributes: No Textbook Required		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		JMC 640 Design Thinking	3 Credit hours
JMC 591 Jrn & Mass Comm Intern II	1-3 Credit hours	This course engages students in the human-centered design thinking process for the innovative transformation of products and services.	
Supervised journalistic or mass communications work with professional media including newspapers, magazines, radio, television, advertising and public relations departments or agencies. Students must have completed a previous internship. (PR: Permission and JMC 590)		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		JMC 641 Web Strategies for JMC	3 Credit hours
JMC 600 Proseminar in Mass Comm	3 Credit hours	A seminar that analyzes Web strategies in news and strategic communications contexts. Students will examine online media trends; content development; and legal and ethical issues.	
Introduction to the graduate studies for mass communicators. Emphasis on theories and methods used to investigate human/mediated communication in social science. Includes introductions to vocabulary, research, protocol and presentation.		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		JMC 643 New Media Cultures	3 Credit hours
JMC 601 Theory of Mass Comm	3 Credit hours	This course investigates the political, economic, and cultural influences of new communications technologies, both in history and in today's world.	
Major theoretical concepts in mass communications are studied as a basis for understanding the communications process and the institutional impact of the mass media on the individual and on society. Required of all majors.		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		JMC 650 Special Topics	1-3 Credit hours
		Grade Mode: Normal Grading Mode	
		JMC 651 Special Topics	1-3 Credit hours
		Grade Mode: Normal Grading Mode	

JMC 678 Organization Storytelling 3 Credit hours

This course examines storytelling within organizations. Emphasis is on the theory behind storytelling and applying theory to practical internal and external scenarios using storytelling as a tactic in organizational PR.

Grade Mode: Normal Grading Mode

JMC 681 Thesis 1-6 Credit hours

Attributes: No Textbook Required

Grade Mode: Credit/No Credit Grade Only

JMC 682 Master's Initiative 6 Credit hours

Creation of a non-traditional digital thesis in an applicable professional or scholarly subject through intensive research and creative technique.

Grade Mode: Credit/No Credit Grade Only

JMC 685 Independent Study 1-4 Credit hours

Attributes: No Textbook Required

Grade Mode: Normal Grading Mode