

JOURNALISM & MASS COMM. (JMC)

 - General Education Course

JMC 100 Fund Jrn Writing & Edit 3 Credit hours

Preparatory course to develop writing and editing skills specifically as related to professional journalism and mass communication. Required if score is less than 77 on School-administered language-skills test. Not counted toward graduation.

Grade Mode: Normal Grading Mode

JMC 101 Media Literacy 3 Credit hours

Examines structures and functions of mass media and newspapers, magazines, broadcast journalism, broadcasting, advertising and public relations. Designed to provide a critical overview of the mass media. Includes guest speakers.

Attributes: Core II Humanities, No Textbook Required

Grade Mode: Normal Grading Mode

JMC 102 Media Toolbox 3 Credit hours

Introduction to media writing, creative and critical thinking, information literacy, data management, computer search tools, social media and interviewing for mass communications professionals.

Grade Mode: Normal Grading Mode

JMC 103 Language Use for Media 1 Credit hour

Review of English grammar and usage; preparation for taking SOJMC standard language exam.

Grade Mode: Credit/No Credit Grade Only

JMC 201 News Writing I 3 Credit hours

Techniques of cross media news writing designed to develop basic skills necessary for beginning reporters and public relations professionals through in-class laboratory experience. .

Pre-req: JMC 101 with a minimum grade of C and JMC 102 with a minimum grade of C.

Grade Mode: Normal Grading Mode

JMC 221 Advertising/Continuity Writing 3 Credit hours

Introduction to advertising and broadcast copy writing. Includes strategy, script formats, persuasion, styles of writing, editing, and industry organization, structures and standards. Many writing assignments.

Pre-req: JMC 101 with a minimum grade of C and JMC 102 with a minimum grade of C.

Grade Mode: Normal Grading Mode

JMC 222 Introduction to Media Studies 3 Credit hours

This course provides students with an overview of fundamental approaches, theories, and perspectives essential to successfully complete a minor in media studies.

Grade Mode: Normal Grading Mode

JMC 230 General Photography 3 Credit hours

An introduction to still digital photography and image processing.

Grade Mode: Normal Grading Mode

JMC 231 Intro to Audio Production 3 Credit hours

Fundamentals of audio production, including operation of audio equipment, microphone techniques, tape editing and audio production. Laboratory work at WMUL-FM is required. (PR: JMC 101)

Pre-req: JMC 101 with a minimum grade of C.

Grade Mode: Normal Grading Mode

JMC 235 Intro to Sports Journalism 3 Credit hours

Introduction to Sports Journalism involves applying the core principles of journalism (honesty, accuracy, clarity, fairness, accountability) to covering any sports related activity.

Pre-req: JMC 101 with a minimum grade of C.

Grade Mode: Normal Grading Mode

JMC 241 Media Design 3 Credit hours

Design principles; conceive, create and evaluate executions for print, websites, mobile applications, information-based and ad based graphics. (PR: Keyboarding proficiency)

Attributes: Digital Humanities, No Textbook Required

Grade Mode: Normal Grading Mode

JMC 245 Intro to Strategic Comm 3 Credit hours

An examination of theories, practices and techniques of strategic communications used by agencies and organizations.

Grade Mode: Normal Grading Mode

JMC 260 Digital Imaging for JMC 3 Credit hours

Methods of taking and editing still and video digital images for print, broadcast, and digital publication.

Attributes: Digital Humanities

Grade Mode: Normal Grading Mode

JMC 272 Practice in Radio 1 Credit hour

Staff responsibility on campus broadcast facilities, WMUL-FM. (PR: Written permission before registration and the satisfactory completion of one year of service on WMUL)

Grade Mode: Normal Grading Mode

JMC 273 Practice in Radio 1 Credit hour

Staff responsibility on campus broadcast facilities, WMUL-FM. (PR: Written permission before registration and the satisfactory completion of one year of service on WMUL)

Attributes: No Textbook Required

Grade Mode: Normal Grading Mode

JMC 280 Special Topics 1-4 Credit hours

Grade Mode: Normal Grading Mode

JMC 300 Reporting and News Writing 3 Credit hours

Techniques of cross media news writing designed to develop basic skills necessary for beginning reporters and public relations professionals through in-class laboratory experience.

Pre-req: JMC 101 with a minimum grade of C and JMC 102 with a minimum grade of C.

Grade Mode: Normal Grading Mode

JMC 301 Beat Reporting 3 Credit hours

Practice in gathering and writing news. Emphasis placed on beat assignment reporting, interviewing techniques, and specialized reporting. A laboratory class in which students write for student media. (PR: JMC 102, 300)

Pre-req: JMC 102 with a minimum grade of C and (JMC 300 with a minimum grade of C or JMC 201 with a minimum grade of C).

Grade Mode: Normal Grading Mode

JMC 302 Advanced Editing & Design 3 Credit hours

Advanced course in newspaper copy editing, headline writing and design for daily, community and public relations newspapers.

Laboratory instruction and experience on the printed and online issues of the university newspaper, The Parthenon.

Pre-req: JMC 301 with a minimum grade of C and JMC 241 with a minimum grade of C.

Grade Mode: Normal Grading Mode

- JMC 303 Sports News Reporting** **3 Credit hours**
In-depth news reporting on the sports beat, breaking news and analysis.
Pre-req: JMC 201 with a minimum grade of C.
Grade Mode: Normal Grading Mode
- JMC 305 Copy Editing** **3 Credit hours**
Copy editing for newspapers, magazines and online, with emphasis on finding and correcting errors of fact, grammar, spelling. AP style; writing headlines; selecting and placing stories in publications.
Pre-req: JMC 300 with a minimum grade of C.
Grade Mode: Normal Grading Mode
- JMC 321 Sportscasting** **3 Credit hours**
A "hands-on" course designed to develop announcing, interviewing and writing skills specifically as such skills relate to play-by-play techniques and practices.
Pre-req: JMC 101 and JMC 231.
Grade Mode: Normal Grading Mode
- JMC 330 AD-PR Principles and Ethics** **3 Credit hours**
An examination of advertising and public relations theories and practices used by organizations across all sectors of society. Special emphasis on the role of ethics in advertising and public relations.
Grade Mode: Normal Grading Mode
- JMC 331 Radio-TV Announ & Newscasting** **3 Credit hours**
Specialized training in the interpretive skills of announcing and newscasting.
Pre-req: JMC 101.
Grade Mode: Normal Grading Mode
- JMC 332 Intro to Video Production** **3 Credit hours**
Introduction to the fundamentals of video production, dealing with cameras, microphones, lighting, staging, field Production, editing, post production.
Pre-req: JMC 101 with a minimum grade of C and (ART 219 with a minimum grade of D or JMC 260 with a minimum grade of D).
Grade Mode: Normal Grading Mode
- JMC 340 Basic Broadcast News** **3 Credit hours**
Introduction and overview of electronic journalism. Emphasis on broadcast writing. Students will report for Newscenter 88 WMUL-FM.
Pre-req: JMC 102 with a minimum grade of C.
Grade Mode: Normal Grading Mode
- JMC 345 Mass Comm Law and Ethics** **3 Credit hours**
A cross-media overview combining study of legal concepts important to the media practitioner, ethical conflicts encountered, and application of legal precedents and ethical principles.
Pre-req: (JMC 103 with a minimum grade of C or JMC 100 with a minimum grade of C) and (JMC 201 with a minimum grade of C or JMC 221 with a minimum grade of C or JMC 300 with a minimum grade of C or JMC 380 with a minimum grade of C).
Grade Mode: Normal Grading Mode
- JMC 361 Digital Presence** **3 Credit hours**
Digital strategies in news and strategic communication contexts including digital presence and content development; ethical issues, and best practices.
Attributes: Digital Humanities, No Textbook Required
Grade Mode: Normal Grading Mode
- JMC 372 Practice in Radio or TV** **1-2 Credit hours**
Staff responsibility on campus broadcast facilities WMUL-FM or WPBY TV.
Grade Mode: Normal Grading Mode
- JMC 373 Practice in Radio or TV** **1-2 Credit hours**
Staff responsibility on campus broadcast facilities WMUL-FM or WPBY TV.
Attributes: No Textbook Required
Grade Mode: Normal Grading Mode
- JMC 380 AD-PR and Continuity Writing** **3 Credit hours**
Crafting of multimedia content for advertising-public relations and broadcast continuity with attention to communications strategy development, script formats and writing styles for traditional, digital and social media.
Pre-req: JMC 330 with a minimum grade of C or MKT 340 with a minimum grade of C.
Grade Mode: Normal Grading Mode
- JMC 383 Content Creation** **3 Credit hours**
Concept-driven media design with an emphasis on digital media. (PR: JMC 241)
Pre-req: JMC 241 with a minimum grade of C.
Grade Mode: Normal Grading Mode
- JMC 385 Advertising Media Plan** **3 Credit hours**
Planning and practice in allocating advertising budgets in the mass media to effectively reach the target audiences at the most reasonable cost.
Pre-req: JMC 245 or MKT 341.
Grade Mode: Normal Grading Mode
- JMC 390 Media Sales & Underwriting** **3 Credit hours**
Introduction to business side of mass media with emphasis on sales in television and radio; consideration of competing media; differences between commercial and public broadcasting; and the elements of underwriting.
Grade Mode: Normal Grading Mode
- JMC 400 Digital Imaging II** **3 Credit hours**
Advanced methods of taking and editing still and video images for print broadcast, and online publications.
Pre-req: JMC 260 with a minimum grade of D or ART 315 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- JMC 402 Law of Mass Communication** **3 Credit hours**
A cross-media overview of the legal concepts important to the media professional with special focus on the roles, rights and responsibilities of those individuals.
Attributes: No Textbook Required
Grade Mode: Normal Grading Mode
- JMC 404 Hist Am JRN & Mass Comm** **3 Credit hours**
The development of the press in the United States, the contributions of American journalists, the rise of radio and television, and the relation of communications developments to political, economic and social trends in America.
Grade Mode: Normal Grading Mode
- JMC 406 Creative Branding** **3 Credit hours**
Creative direction in developing the personality, reputation, appearance and character of a great brand consistent in all aspects.
Pre-req: JMC 241 with a minimum grade of C or MKT 340 with a minimum grade of C.
Grade Mode: Normal Grading Mode

- JMC 408 Research 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 digital analytics.
Grade Mode: Normal Grading Mode
- JMC 410 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.
Pre-req: JRN 241 or JMC 241.
Grade Mode: Normal Grading Mode
- JMC 414 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. (PR: JMC 301)
Pre-req: JMC 301 with a minimum grade of C.
Grade Mode: Normal Grading Mode
- JMC 415 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. PR: JMC 380, 383
Pre-req: JMC 380 with a minimum grade of D and JMC 383 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- JMC 417 Advanced Digital Filmmaking** **3 Credit hours**
Students will learn advanced concepts, theories and skills in digital narrative film production. Working through all phases of production, students will create an original short film from script to screening. PR: JMC 332
Pre-req: JMC 332 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- JMC 420 🌐 Electronic Media Mgt** **3 Credit hours**
Covers special circumstances faced by electronic media managers including programming, legal constraints, employment practices, technological developments, social pressures, impact of the Internet and other concerns.
Attributes: Capstone Course
Grade Mode: Normal Grading Mode
- JMC 424 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. PR: JMC 330 or MKT 340.
Pre-req: JMC 330 with a minimum grade of C or MKT 340 with a minimum grade of C or JMC 245 with a minimum grade of C.
Grade Mode: Normal Grading Mode
- JMC 430 Magazine Article Writing** **3 Credit hours**
Fundamentals of researching and writing the popular, factual magazine article; techniques of selling articles to magazines.
Grade Mode: Normal Grading Mode
- JMC 432 AD-PR Video Production** **3 Credit hours**
Students will create and produce various informational, promotional, and training video for companies and organizations. Students will learn to make and critique AD-PR videos that inform, persuade, and entertain. PR: JMC 260
Pre-req: JMC 260.
Grade Mode: Normal Grading Mode
- JMC 434 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)
Pre-req: JMC 332.
Grade Mode: Normal Grading Mode
- JMC 436 🌐 International Mass Comm** **3 Credit hours**
Development of various systems of mass communications and comparison with the United States.
Attributes: International
Grade Mode: Normal Grading Mode
- JMC 437 Public Relations Planning** **3 Credit hours**
Public relations planning, writing, and pitching of strategies and tactics to clients. (PR: JMC 241, 300, 330, 380, 408)
Pre-req: JMC 241 with a minimum grade of C and JMC 300 with a minimum grade of C and JMC 330 with a minimum grade of C and JMC 380 with a minimum grade of C and JMC 408 with a minimum grade of C.
Grade Mode: Normal Grading Mode
- JMC 438 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)
Pre-req: JMC 330 with a minimum grade of C.
Grade Mode: Normal Grading Mode
- JMC 439 🌐 AD-PR Campaign Management** **3 Credit hours**
Students function as an AD-PR firm that researches, plans, implements, and evaluates advertising and public relations campaigns for clients. Capstone experience. (PR: JMC 330, 380, 383, 408, and either 406, 415, 424 (AD) or 301, 437, 438 (PR))
Pre-req: JMC 241 with a minimum grade of C and (JMC 330 with a minimum grade of C or MKT 341 with a minimum grade of C) and (JMC 201 with a minimum grade of C or JMC 221 with a minimum grade of C or JMC 300 with a minimum grade of C or JMC 380 with a minimum grade of C) and (JMC 385 with a minimum grade of C or JMC 415 with a minimum grade of C or JMC 424 with a minimum grade of C) and (JMC 301 with a minimum grade of C or JMC 437 with a minimum grade of C or JMC 438 with a minimum grade of C).
Attributes: Capstone Course, No Textbook Required
Grade Mode: Normal Grading Mode
- JMC 440 🌐 Mass Comm Ethics** **3 Credit hours**
Study of basic concepts underlying contemporary American mass communications operations and practices and how those concepts affect professional ethics in the field. Examination of ethical conflicts encountered and application of ethical principles when determining solutions.
Attributes: Capstone Course
Grade Mode: Normal Grading Mode

- JMC 450 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 451 Television Reporting** **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. PR: JMC 301
Pre-req: JMC 301 (may be taken concurrently).
Concurrent PR: JMC 201
Grade Mode: Normal Grading Mode
- JMC 452 Advanced TV Reporting** **3 Credit hours**
Students report, shoot, edit, write, produce and anchor MU Report, a student-produced newscast, on an advanced level. The class makes use of university broadcast facilities and West Virginia Public Television as available. PR: JMC 451
Pre-req: JMC 451.
Grade Mode: Normal Grading Mode
- JMC 455 Race Gender & Mass Media** **3 Credit hours**
A seminar that explores the portrayals and participation of women and people of color in the mass media.
Grade Mode: Normal Grading Mode
- JMC 458 Emerging Media for Journalists** **3 Credit hours**
Students will demonstrate uses of emerging media for journalistic purposes, focusing on social networks and conversational media with associated digital media tools and platforms. PR: JMC 301
Pre-req: JMC 301 with a minimum grade of D or JMC 303 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- JMC 462 Web Design for Mass Media** **3 Credit hours**
Creative and practical aspects of typography, design and interactivity of online communications for the mass media.
Pre-req: JMC 241.
Attributes: Digital Humanities
Grade Mode: Normal Grading Mode
- JMC 465 🐸 Multimedia Reporting** **3 Credit hours**
An advanced laboratory reporting class in which students, in teams and individually, produce multimedia stories including audio, video, still photos, text and graphics for publication. PR: JMC 260 and 301 (Capstone)
Pre-req: JMC 260 with a minimum grade of C and JMC 301 with a minimum grade of C.
Attributes: Capstone Course
Grade Mode: Normal Grading Mode
- JMC 468 Environmental Mass Comm** **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.
Grade Mode: Normal Grading Mode
- JMC 470 Professional Practicum** **1-4 Credit hours**
Instruction to assist students in meeting career expectations. Short-term courses designed to bridge instructional programs and practices of professional journalism. Students may participate in supervised publications work in reporting, editing and advertising.
Attributes: No Textbook Required
Grade Mode: Normal Grading Mode
- JMC 475 Documentary Journalism** **3 Credit hours**
Students will view, critique and evaluate the genres of nonfiction storytelling. Students will produce an original 15-minute film to be screened to the public.
Pre-req: (JMC 260 with a minimum grade of C or JMC 360 with a minimum grade of C) and (JMC 201 with a minimum grade of C or JMC 221 with a minimum grade of C or JMC 300 with a minimum grade of C or JMC 380 with a minimum grade of C) and (JMC 260 with a minimum grade of C or JMC 360 with a minimum grade of C or JMC 332 with a minimum grade of C or JMC 432 with a minimum grade of C).
Attributes: No Textbook Required
Grade Mode: Normal Grading Mode
- JMC 480 Special Topics** **1-4 Credit hours**
Independent or group studies or projects in areas of interest to the student and conducted under the direction of a faculty member. Course may be taught by arrangement. Includes regular meetings with the instructor for advice and direction. Projects and studies may include mass communication research studies or special group field projects. Professors are assigned based on their proficiency in the area of study or field report.
Attributes: No Textbook Required
Grade Mode: Normal Grading Mode
- JMC 481 Special Topics** **1-4 Credit hours**
Independent or group studies or projects in areas of interest to the student and conducted under the direction of a faculty member. Course may be taught by arrangement. Includes regular meetings with the instructor for advice and direction. Projects and studies may include mass communication research studies or special group field projects. Professors are assigned based on their proficiency in the area of study or field report.
Grade Mode: Normal Grading Mode
- JMC 485 Independent Study** **1-4 Credit hours**
Grade Mode: Normal Grading Mode
- JMC 486 Independent Study** **1-4 Credit hours**
Grade Mode: Normal Grading Mode
- JMC 487 Independent Study** **1-4 Credit hours**
Grade Mode: Normal Grading Mode
- JMC 488 Independent Study** **1-4 Credit hours**
Grade Mode: Normal Grading Mode
- JMC 490 Jrn & Mass Comm Internship I** **1-3 Credit hours**
Supervised journalistic work with professional media including newspapers, magazines, radio, television, advertising, and public relations departments and agencies. Conferences with instructor for guidance and evaluation. Arrangements must be made with the School of Journalism internship director before enrollment.
Attributes: No Textbook Required
Grade Mode: Normal Grading Mode

JMC 491 Jrn & Mass Comm Intern II **1-3 Credit hours**

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 490)

Attributes: No Textbook Required

Grade Mode: Normal Grading Mode