

# GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION



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Kailee Kreger, Advisor for Professional Writing & Public Relations  
Jodie Bellomy, Advisor for Advertising  
Joshua Kahoe, Advisor for Journalism and Creative Media Production  
Leslie Cermak, Graduate Programs Advisor  
Kathy Sawyer, Director of Student Services, Advisor for Public Relations

## Administrative Staff

Michael Acker, Software Specialist  
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Kennedy Patrick, Assistant to Interim Dean Craig & Dean Steyn  
Kelsey Martyn-Farewell, Financial Director  
Barbara Merckx, News Director  
Deyna Aragon, Director of Community and Alumni Relations  
Kennedy Sepulvado, Production Manager  
Buddy Wiedemann, IT Director  
Kevin Hahn, Building Technology Resource Coordinator  
Nate Feken, Sports Director

## General Information

### History and Purpose

A School of Journalism was first established at the University of Oklahoma in 1913. During the early years, the thrust of the program was to prepare young people for reporting and editing careers in newspapers and magazines. By 1921, the curriculum had expanded to include courses in advertising and newspaper management that were at the forefront of journalism education in the country. The course offerings of the school continued to grow to include radio news in the 1930s. By the late 1950s, courses in professional writing, public relations, and television news had been added.

The School of Journalism was renamed the H.H. Herbert School of Journalism and Mass Communication in 1961. Herbert, the school's second director, led the school from 1917 to 1945. Under his leadership, the standards of the school were raised, and by 1921 the school became one of only 11 institutions in the United States to meet the requirements for admission to the Association of American Schools and Departments of Journalism. High standards continue with the college's accreditation by the Accrediting Council on Education in Journalism and Mass Communication. Only about a quarter of the journalism programs in the U.S. meet the ACEJMC's accreditation standards. In May 2000, the H.H. Herbert School of Journalism and Mass Communication became the Gaylord College of Journalism and Mass Communication.

The Gaylord College of Journalism and Mass Communication is housed in Gaylord Hall located on the South Oval. The 62,000-square-foot building opened in fall 2004 (Phase I) and includes a fully digital television production studio; a news ticker facing the South Oval; a completely wireless network; an open multimedia lab; a spacious library; three computer classrooms; a video conferencing classroom and a dozen video editing suites. Gaylord Hall (Phase II) opened 2009 and adds an additional 46,000 square feet.

The college's goal is to provide students with the most effective training and preparation possible for careers in every facet of the mass communication industry. This education includes conceptual courses in journalism history, ethics, public opinion, communication law, public relations and advertising; various delivery systems, including print, broadcast, and online; and craft courses in gathering writing, editing, and processing information.

The college holds memberships in The Association of Schools of Journalism and Mass Communication (ASJMC), and the Broadcast Education Association. The college is also the headquarters for the Oklahoma Scholastic Media, which is the oldest continuing secondary school press organization in the world.

## Programs Offered

- Journalism Advertising, B.A.
- Creative Media Production, B.A.
- Journalism, B.A.
- Professional Writing, B.A.
- Public Relations, B.A.
  - Public Relations Course List
- Broadcast Meteorology, Minor
- Creative Media Production, Minor
- Professional Writing, Minor
- Journalism: Advertising, B.A./Journalism and Mass Communication, M.A.
- Creative Media Production, B.A./Journalism and Mass Communication, M.A.
- Journalism, B.A./Journalism and Mass Communication, M.A.
- Public Relations, B.A./Journalism and Mass Communication, M.A.
- Journalism and Mass Communication, M.A.
- Strategic Communication and Digital Strategy, M.A.
- Professional Writing, M.P.W.
- Media Management, Graduate Certificate
  - Price College of Business approved course list

- Strategic Planning, Graduate Certificate
- Mass Communication, Ph.D.

## Programs & Facilities

### Production Facilities

The Gaylord College has developed a facility that offers students the opportunity to produce high quality video and television programs. This includes studio cameras and controls; digital audio; single camera video production; field audio production; studio and field lighting non-fiction and documentary production; and fictional and experimental video production. Several post-production platforms are available, suited to different levels of production.

### Student Services Center

The Student Services Center is located in 2533 Gaylord Hall. The office staff is knowledgeable about undergraduate degree programs offered by the college. Academic counselors also assist students with transcript evaluation, enrollment and graduation requirements, as well as any problems of an academic nature. Students may seek internship/career assistance in the Student Services Center.

### OU Nightly

*OU Nightly* is a live, student-run newscast produced by the college. The newscast is the collective effort of students in the television news and news practicum courses offered through the college, with additional input from other journalism students and the OU School of Meteorology. An industry standard style newscast, *OU Nightly* airs live on Cox Cable channel 4 in Norman in a pre-prime time slot Monday through Friday during both the fall and spring semesters. Prime-time news cut-ins are also produced by Gaylord College students.

### Gaylord News

Gaylord News is a statewide reporting project operated by Gaylord College. Gaylord News serves 3.4 million viewers and readers via a network of 54 newspapers, 8 television stations and 6 radio station partners. It operates news operations in Washington, D.C., Norman and Lawton. Nearly 60 students have produced story packages or series since the news service launched in August 2018. It serves professional media outlets, and content is judged in the professional category of journalism contests, because it serves professional media outlets.

### Creative Lab

The Gaylord College of Journalism and Mass Communication creative lab is open to all students enrolled in JMC courses approximately 85 hours each week. The latest Macintosh computers feature a wide array of software applications including Microsoft Office, Adobe Creative Suite, Apple Final Cut Studio, AVID Media Composer, SPSS, and more. Broadcast students also have access to powerful video editing stations.

### Work Experiences

Students are encouraged to supplement traditional classroom experience with on-the-job training, which will often increase the chances of gaining a professional position after graduation. Students may enroll in a practicum to receive credit while working at one of several on-campus media operations. In addition, several journalism and mass communication courses provide experience through coordination with *OU Daily* campus newspaper.

### Television and Radio

Creative Media Production students have the opportunity to work for the student-produced television station, such as the award-winning *OU Nightly* newscast; sports magazine show, *OU Sports Pad*; or the music magazine, *The Set*. In addition, students work on major independent projects such as films, documentaries, and commercial productions.

Students wishing to work in radio can get hands-on experience at two on-campus stations *KGOU*, the local NPR station. Students may also work with the athletic department's high-definition production unit, *SoonerVision* or with guest programs such as ESPN-U.

### Advertising and Public Relations

In the summer of 2009, 18 intrepid Strategic Communications students devoted their entire vacation to learn the workings of an advertising / public relations agency. They bonded over the necessary details of operating an agency that was to be both entrepreneurial and pedagogical. They created such a firm foundation that today Lindsey + Asp is an operational stratcomm laboratory, working with real clients in a real world atmosphere that rivals any professional agency. Lindsey + Asp is a true experiential learning opportunity for not only strategic communications students, but for those in professional writing and creative media production as well. The application process for prospective agency staff is rigorous in order to ensure that the quality of Lindsey + Asp work and the agency's reputation with clients is maintained.

Online opportunities can be found throughout many of the work experiences listed above. Students may produce online content for *The Oklahoma Daily*, *SoonerVision*, TV4OU, or the advertising/public relations agency.

### Internships

The college's close location to the professional job market in Oklahoma City provides students with outstanding opportunities for part-time employment with professional communication organizations and departments. Internships outside of the state are encouraged as well.

Juniors and seniors may also participate in the college's internship for credit program, in which students may gain experience and degree credit in paid or unpaid positions. Students must have at least 75 hours earned and a 3.00 retention grade point average to apply for an internship for credit. Internship application forms are available in the Student Services Center as well as on the college's website. Students who wish to receive credit for internship experience must obtain permission from the college no later than the end of the first week of the internship. Internship opportunities are posted on the college's Web site and in the Student Services Center. Students may also arrange their own internships. Students also have the option of gaining general elective credit for internship through OU Career Center once JMC credits have been maxed out.

### Gaylord Extra

The **Gaylord Extra** is the college's primary method of communicating information and important deadlines to journalism and mass communication majors. The **Gaylord Extra** includes information on drop and add deadlines, withdrawal deadlines, advising schedules, graduation, degree checks, scholarship application deadlines, internships, workshops, college-sponsored job fairs, and other college-related announcements. Students enrolled in the Gaylord College of Journalism and Mass Communication will receive the **Gaylord Extra** in their OU e-mail account every week. The **Gaylord Extra** is also posted on the college's website.

Event-related announcements are also posted throughout the building, on the College's Web site, Facebook page and sent via special event e-mails.

## Student Organizations

Several organizations are invaluable in developing ties that carry into professional life. These student organizations include:

- AdClub, the advertising society for students interested in advertising media, agencies and strat comm;
- Society of Professional Journalists (SPJ), for students aspiring to news careers;
- Public Relations Student Society of America (PRSSA), for students interested in public relations as a career;
- Oklahoma University College Broadcasters (OUCB), for students in broadcasting and electronic media;
- National Association of Black Journalists (NABJ), an organization for African-American students who aspire to careers in mass communication;
- Kappa Tau Alpha (KTA), an honorary scholastic organization for journalism and mass communication students;
- Native American Journalists Association (NAJA);
- National Association of Hispanic Journalists (NAHJ);
- *OU Daily*;
- Professional Writing Students Association;
- Graduate Student Interest Group.

## Scholarships

Each year, the Gaylord College awards approximately \$400,000 in scholarships, with nearly \$40,000 reserved for incoming freshmen who demonstrate academic and journalistic promise. Recipients of freshman level scholarships have special curricular opportunities to enhance their academic experiences. Transfer students are eligible for all upper-class level scholarships. Freshmen students use the OU common scholarship application, so no additional application is necessary. Upperclassmen scholarship applications are applied through the University's Centralized Academic Scholarship Hub (ASH) which opens December 1st and closes February 1st.

## Undergraduate Study

The Gaylord College of Journalism and Mass Communication offers professionally-oriented undergraduate degree programs in the following fields: Strategic Communication (advertising and public relations); News Media (journalism); and Media Arts (Creative Media Production, and Professional Writing).

## Admission to the Gaylord College of Journalism and Mass Communication

The OU Gaylord College of Journalism and Mass Communication uses the same admissions policies for accepting new students into its programs as that of the institution.

### FRESHMAN ADMISSION

For more information regarding freshman admission, visit the OU Admissions webpage.

### TRANSFER ADMISSIONS

For more information regarding transfer engineering admission, visit the OU Admissions webpage.

## Scholastic Requirements & Equivalencies

### Academic Standards

Students in the Gaylord College of Journalism and Mass Communication must meet the following academic standards:

- A successful score on both College entrance exams; the Language Skills Test (LST), which includes portions on grammar, punctuation and spelling; the Academic Integrity Test (AIT), which covers information from the Academic Misconduct Code as printed in the University of Oklahoma Student Code booklet.
- Completion of JMC 1013 (Introduction to Media) with a grade of C or better.
- Maintain a minimum combined retention grade point average of 2.50 on all work attempted, as well as 2.50 on all major work.
- Transfer students must have a 2.50 combined retention grade point average to gain admission into the college.
- Students must maintain a 2.50 OU retention GPA and a 2.50 combined retention GPA. Students who fail to maintain the minimum GPA requirements will be placed on academic contract. Students have one semester to raise their GPA to the required minimum. Students who fail to raise their GPA will be stopped out of the Gaylord College and asked to change majors. Students stopped out of the Gaylord College must reapply to the program under the same procedures outlined under Admission. Students may apply for readmission only once.

The college's degree programs are accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The college endorses the philosophy of the council that a broad foundation of knowledge and experience will enhance the professional lives of its graduates. In support of that liberal arts philosophy, the curriculum directs students to divide their studies among the arts, sciences, business and related fields. This a ratio gives students the opportunity to develop specialties in mass communication skills while acquiring the recommended broad liberal arts base.

### Language Skills Test (LST)/Academic Integrity Test (AIT)

The Language Skills Test is the entrance examination to the Gaylord College. The LST must be completed prior to enrollment in JMC 2033 Media Writing & Storytelling, a course that is required of all journalism and mass communication majors.

The LST is administered on canvas.ou.edu. Please contact the Student Services Center (405-325-5684) to gain permission to take the exams. Test results are available immediately.

The LST includes 80 questions on grammar, punctuation and spelling.

The college encourages students to thoroughly review these areas prior to taking the LST. An online study guide is available on the college's website. Students are also encouraged to review a grammar and composition textbook (several are recommended on the college's Web site) as well as the Student Academic Integrity Code.

The LST may be attempted three times. If a student fails the third time, the student will be required to enroll in JMC 0123 Fundamentals of Writing for the Media, a course that will not apply toward the degree.

The AIT consists of 20 questions that are taken directly from information in the Academic Misconduct Code.

## Advising

With the exception of Intersession, advising is mandatory prior to each academic term for all students in the Gaylord College. Advising for the summer session and the fall semester begins in February; advising for the spring semester begins in September. Students are advised by professional academic counselors in the Student Services Center. Students may also meet with faculty members to discuss careers, internships, and professional issues. Notices about advising will be posted in the Gaylord Extra.

Students are strongly encouraged to maintain current local addresses and e-mail addresses with the University, as important advising and graduation information is distributed each academic term in the Gaylord Extra.

## Transfer Students

The Gaylord College of Journalism and Mass Communication welcomes transfer students from other colleges or universities. The Office of Admissions determines which credits will be accepted from a transferring institution. The application of those credits toward a BA in Journalism and Mass Communication will be determined by an academic counselor in the Student Services Center. Transfer students must meet with an academic counselor prior to their first enrollment at the University. Transfer work is counted as lower-division or upper-division depending on the level at which it was offered at the institution where it was earned. Two-year college work is acceptable only as lower-division credit.

Students may transfer in a maximum of 12 hours of journalism and mass communication coursework prior to full admission to the Gaylord College. Once fully admitted to the college, students may petition the faculty to have an additional three (3) hours from an outside ACEJMC institution applied to their University of Oklahoma degree. A maximum of 15 credit hours of JMC transfer coursework may be applied to a degree.

## Undergraduate Degree Requirements

Students who plan to earn a BA in Journalism in four years should plan to complete at least 33 credit hours per academic year. Students should also be aware of important academic deadlines, which are listed on the University's Academic Calendars website.

The Student Services Center assists students in determining the number of hours remaining to complete the degree; however, **the responsibility for meeting graduation requirements lies with the student.**

A BA in Journalism is made up of the following components:

- University-Wide General Education requirements;
- Additional General Education requirements specific to the College of Journalism and Mass Communication;
- Requirements in the major;
- Requirements in the major support area (advertising majors only); and
- Electives.

## Major Requirements

### Advertising

A major in Advertising is ideal for the student interested in artistic expression, persuasive messaging, and strategic planning and research. Our graduates pursue careers as brand managers, media planners,

account executives in advertising agencies, in marketing firms, and in-house corporate communications. The critical thinking, analysis and research skills also prepares students for postgraduate studies.

### Creative Media Production

A major in Creative Media Production is ideal for the student interested in using sight, sound, motion, and words to tell informative, persuasive or entertaining stories and who wants to pursue careers in media industries such as film, corporate production, radio or television. The critical thinking, analysis, and research skills also prepares students for postgraduate studies.

### Journalism

A major in Journalism is ideal for the student interested in writing, public affairs or current events, or digital storytelling and multimedia production. Journalism majors pursue careers as reporters, news anchors, broadcast journalists or copy writers and editors. The critical thinking, analysis and research skills also prepares students for postgraduate studies.

### Professional Writing

The Professional Writing option has a 70-year history of helping its majors develop the skills needed to succeed in the publishing industry. Those skills, which include the ability to communicate clearly, think logically, manage large-scale projects, and craft a compelling narrative, are critical to virtually all careers. They also prepare students for graduate work in writing-intensive fields that include creative writing, English, journalism, and the law.

### Public Relations

A major in Public Relations is ideal for the student interested in problem solving, event planning, and strategic planning and research. Our graduates pursue careers as public information officers, account executives in public relations agencies, community relations, and in-house corporate communications. The critical thinking, analysis and research skills gained with a public relations education also prepares students for postgraduate studies.

## Graduation Rules and Regulations

- A minimum **2.50** combined retention grade point average in the major, overall, and on the last 60 hours is required to earn a Bachelor of Arts in Journalism degree.
- A grade of C or better is required in each major course, resident or transfer.
- Students fully admitted to the college may petition the faculty to have an additional three (3) credit hours from an outside ACEJMC institution applied to their University of Oklahoma degree. A maximum of 15 credit hours of JMC transfer coursework may be applied to a degree.
- The Senior Capstone course must be taken in residence at OU.
- Students must file an official application for graduation during their first two weeks of the final term of enrollment.

### Credit Hour Regulations

- At least **120** semester credit hours applicable towards a Bachelor of Arts in Journalism degree must be earned. Not all hours acceptable by the University are acceptable towards a BA in Journalism.
- At least **60** semester credit hours must be earned at accredited senior (four-year) institutions.
- At least **48** semester credit hours must be earned at the upper-division level (courses numbered 3000 or above).
- At least **30** semester credit hours must be earned in the major, including at least **21** at the upper-division level.



- A minimum of **15** of the last **30** hours must be earned in residence at the University of Oklahoma. OU correspondence courses and transfer courses are non-resident credit.
- No more than **50** hours of JMC coursework may be applied to a Bachelor of Arts in Journalism degree. If a student pursues a minor in Film and Video Studies, any JMC courses which are applied toward this minor are also included in the maximum number of JMC credit hours allowed.
- No more than **16** semester credit hours earned under the Pass/No Pass option will apply toward the degree. P/NP credit may not be used to satisfy general education, college, major, major support, or minor requirements. Transfer credit graded P/NP is counted as part of the 16 semester credit hours earned.
- No more than **16** semester credit hours earned in all basic skills courses, including PE activity courses; military courses including Aerospace, Naval Science and Military Science courses; and military in-service experience will apply toward a BA in Journalism and Mass Communication. No more than four of the 16 hours may be in PE activity courses. Two credit hours of basic military training may be counted toward the degree when the posting of the credits by the Office of Admissions is in the form of four one-hour courses as follows: Personal Physical Conditioning, First Aid, Outdoor Skills Practicum and Marksmanship.
- No more than **12** semester credit hours earned in all individual study courses, e.g., Independent Study, but excluding Honors Reading and Research, will be counted as part of the minimum 130 semester credit hours required for graduation.
- No more than **31** semester credit hours earned by a combination of credit by exam (e.g., CLEP or Advanced Standing Exam) and correspondence courses will apply toward the degree. JMC majors may take general education and elective courses by correspondence, but are not permitted to take journalism and mass communication work by correspondence.

### Ten-Year Limitation Rules

JMC credit which is more than 10 years old may not be applied toward a Bachelor of Arts in Journalism degree unless approval is obtained from the college's Appeals Board. A student in the Gaylord College may elect to follow the degree program requirements that were in place at the time of the student's first enrollment in the Oklahoma State System for Higher Education (excluding high school concurrent enrollment), or exercise the option to update to the most current degree program requirements. Those who elect to follow requirements in place at the time of their first enrollment must complete all degree requirements within a maximum of 10 calendar years from the date of that enrollment. If the work for the degree covers a period longer than 10 years, the student must update to the most current degree program requirements.

### Independent Projects

Students who qualify may earn elective journalism and mass communication credit for special projects. Enrollment requires the permission of a supervising faculty member. Generally, permission is given only when the proposed study program does not duplicate material or experiences available in regular offerings of the school.

### Interdisciplinary Program in Film and Video Studies

In keeping with the school's participation in and commitment to the interdisciplinary program in Film and Video Studies the Gaylord College allows FVS students to enroll in a number of JMC courses. In order to receive permission to enroll in a JMC course, the FVS student must present an advisement form signed by an FVS advisor. Film and Video

Studies students may complete a maximum of 15 JMC credit hours. Journalism and Mass Communication majors, completing a minor in Film and Video Studies, will be allowed a combined maximum of 45 hours in JMC to count toward the Bachelor of Arts in Journalism degree.

## Minors

### Broadcast Meteorology Minor

Minor in Broadcast Meteorology

### Minor in Creative Media Production

The Minor in Creative Media Production allows majors outside of Journalism and Mass Communication to pursue creative media production courses skill set and knowledge.

### Professional Writing Minor

The Professional Writing Minor allows majors outside of Journalism and Mass Communication to pursue professional writing course skill set and knowledge.

## Accelerated Bachelor of Arts in Journalism/Master of Arts

The accelerated Bachelor of Arts/Master of Arts provides high-achieving Gaylord undergraduate students an accelerated MA option. The program is a sequential accelerated program which awards the BA when it is completed. Students are then moved to graduate status.

- Advertising, Bachelor of Arts/Master of Arts
- Creative Media Production, Bachelor of Arts/Master of Arts
- Journalism, Bachelor of Arts/Master of Arts
- Public Relations, Bachelor of Arts/Master of Arts

## Graduate Study

### Master of Arts

Journalism and Mass Communication Master of Arts areas of interest include Broadcast and Electronic Media, Mass Communication Management, Journalism and Strategic Communication (public relations and advertising).

### Master of Arts in Strategic Communication and Digital Strategy (Online)

The Strategic Communication and Digital Strategy (Online) option provides early-to-mid-career strategic communication professionals the digital knowledge and data skills to advance their careers.

### Master of Professional Writing

Master of Professional Writing program is designed to develop and refine commercial writing skills for students interested in producing nonfiction books, novels and screenplays.

### Graduate Certificates

Journalism and Mass Communication Graduate Certificates are not degree programs; rather, they are separate graduate education credentials. Certificates are the sets of courses that provide specific knowledge in the particular area. Students can now receive graduate certificates in Media Management or Strategic Planning.

### Doctoral Programs

The Mass Communication Ph.D. program is designed for students who wish to explore deeply the practices and values of journalism, mass communication and the media professions. Graduates will be prepared

to become both accomplished researchers and outstanding teachers in colleges and universities around the world.

## Admission

Students seeking admission to the college's master's programs, which lead to the Master of Arts and Master of Professional Writing degrees, must meet all requirements for admission to the University's Graduate College. Please see the Graduate College for specific information.

To be admitted in full standing, a student must have a minimum undergraduate grade point average of 3.20 on the 4.0 scale on the last 60 hours of coursework completed. Students may be admitted conditionally with a 3.0 grade point average in the last 60 hours of undergraduate coursework.

For full admission to the M.A., a student must also have successfully completed courses in media writing, mass communication history or law, an upper-division journalism and mass communication elective, and a course in statistics. Admission to the graduate program is conditional until the aforementioned requirements are complete.

Professional writing applicants without sufficient background may be required to take courses on short story writing, writing for the entertainment media, or both as part of conditional admission.

Students with a grade point average below 3.0 in the last 60 hours, while not eligible for admission into the journalism and mass communication master's programs, may seek admission to the University as Special Students. By permission, upon completion of a minimum of 12 hours of 3000-4000-level coursework with a grade point average of 3.25 or better, they could be considered for admission into the Gaylord College of Journalism and Mass Communication.

## G4000-Level Courses

A maximum of 12 credit hours of G4000-level courses will count toward the master's degree. No more than nine of these hours may be in journalism and mass communication.

## Transfer Credit

A maximum of eight credit hours of graduate work may be transferred from other universities if such work meets the college's requirements. No transfer credit will be accepted toward meeting core requirements.

## Courses

### JMC 0123 Fundamentals of Writing for the Media 3 Credit Hours

Students review the fundamentals of writing and English grammar to strengthen their understanding of proper structure. Examples of language conventions for the media field are introduced. This course primarily consists of lectures and hands-on practice during class. Course offers preparatory materials for the Language Skills Test. Students will complete assignments & quizzes to test understanding of the grammar rules. (F, Sp)

### JMC 1013 Introduction to Media 3 Credit Hours

Development, scope, functions and information resources of mass media, emphasizing the role of professionals in solving contemporary problems in the mass media. (F, Sp) [V-FYE].

### JMC 1021 Introduction to Creative Media Prod 1 Credit Hour

Prerequisite: JMC 1013; Majors only. An overview of the Creative Media Production for new majors. Students will be introduced to the various opportunities and sequences in the Creative Media Production major. (F, Sp)

### JMC 1031 Principles of American Journalism 1 Credit Hour

Prerequisite: Majors only, departmental permission, and JMC 1013. A survey of the normative roles and functions of journalism in the U.S. It explores the meaning of a free press, journalism's democratic functions, and how those functions are achieved (or not). Journalistic values of freedom, inclusivity, independence, public service, truth and social responsibility are studied in relation to journalism history and changes in the digital age. (F, Sp, Su)

### JMC 1041 Visual Literacy 1 Credit Hour

Prerequisite: Majors only, departmental permission, and JMC 1013. Visual theories underpin all visual communication and production. Students will understand how these theories work both at the conceptual and the practical level. Understanding of how visuals communicate & are powerful conveyers of "proof," how images can be manipulated for strategic purposes as proof & reinforcement of stereotypes. Students will learn & apply photography & design principles through class projects. (F, Sp, Su)

### JMC 1051 Digital Literacy 1 Credit Hour

Prerequisite: Majors only, departmental permission, and JMC 1013. Students will be introduced to the social psychology theories that underpin collective behavior online, understand how media organizations either restrict or afford that behavior via the code(algorithms) they develop and learn how to engage in networked communities. (F, Sp, Su)

### JMC 1061 Journalism Writing & Editing 1 Credit Hour

Prerequisite: Majors only, departmental permission, and JMC 1013. Introduction to journalistic writing and professional standards of news writing across all distribution platforms (broadcast, newspaper, online). Students will practice crafting and editing stories that provide accurate, objective, unbiased news and information across legacy and emerging media platforms. (F, Sp, Su)

### JMC 1071 News Judgment & Interviewing 1 Credit Hour

Prerequisite: Majors only, departmental permission, and JMC 1013. Building students' abilities to recognize a news story, identify the elements needed to tell that story, and prepare for and conduct interviews with sources. Course will introduce interviewing strategies, the difference between quotes and soundbites, how to cultivate sources and persist in asking questions under difficult circumstances. (F, Sp, Su)

### JMC 1081 Reporting with Numbers 1 Credit Hour

Prerequisite: Majors only, departmental permission, and JMC 1013. This course will introduce students to the basic concepts and skills necessary to use numerical, statistical, geographical and survey data as a way of telling compelling fact-based stories. Content covered includes reporting statistical findings, finding trends in data, basic understanding of financial reporting, and reporting with public data sources. Ethics and issues of diversity included and graphical representation of data. (F, Sp, Su)

### JMC 2033 Media Writing & Storytelling 3 Credit Hours

Prerequisite: 1013 or concurrent enrollment; passage of the school's writing skills test, and permission of instructor. Introduction to journalistic writing: the expository and persuasive formats; supervised practice in writing for the print, broadcast and photographic media; study of professional demands of organizing and presenting information in the various media. Laboratory (F, Sp)

### JMC 2643 Sound, Light, and Motion 3 Credit Hours

Prerequisite: JMC 1013; Majors only. Understand and demonstrate the basic skills of preproduction, sound recording/mixing, single-camera digital video production, and non-linear editing. (F, Sp)

- JMC 2683 Survey of Electronic Media 3 Credit Hours**  
Prerequisite: 1013. Conceptual overview of electronic media in both the national and international contexts. Course will cover technology, history, ethics, regulation, programming, diversity, advertising, management and production. (F, Sp)
- JMC 2970 Special Topics 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: sophomore standing. May be repeated with change of content; maximum credit nine hours. Deals with content and concepts not usually offered in regular coursework and/or special creative situations or projects. (Irreg.)
- JMC 3003 Multimedia Journalism 3 Credit Hours**  
Prerequisite: 2033. Introduces concepts and practices necessary for working in a multi-platform media environment. Provides instruction in the use of photographs, graphics, audio, video and the written word to create stories and content for print, broadcast and online media. (F, Sp, Su)
- JMC 3011 Practicum 1 Credit Hour**  
Prerequisite: permission of instructor. May be repeated; maximum credit three hours, two hours may be in the same area. Sections include The Wire, tv programming and operations, Oklahoma Daily, radio station KGOU, OUNightly News, the Sooner Yearbook student staff members, and other JMC major co-curricular opportunities. Discussion and analysis of current problems. (F, Sp, Su)
- JMC 3013 Intermediate Cross-Platform Reporting 3 Credit Hours**  
Prerequisite: Majors only, departmental permission, JMC 1013, JMC 1031, JMC 1041, JMC 1051, JMC 1061, JMC 1071, JMC 1081, and JMC 2033. A rigorous exploration of storytelling using social media and other digital tools to promote information but also gather information and sources in order to develop story ideas, judge news value, conduct research and interviews, develop sources and produce news content for print, broadcast and online media. (F, Sp, Su)
- JMC 3023 Long Form Storytelling 3 Credit Hours**  
Prerequisite: Majors only, departmental permission, JMC 1013, JMC 1031, JMC 1041, JMC 1051, JMC 1061, JMC 1071, JMC 1081, JMC 2033, and JMC 3013. This course will teach students the craft of writing in-depth works of narrative nonfiction, which includes conceptualizing story ideas, in-depth research, interviewing, navigating various long-form structures, editing and revisions, pitching and publication. (F, Sp)
- JMC 3043 Community Journalism 3 Credit Hours**  
Prerequisite: 2033. The meaning of community is evolving with the importance of new media in the cultural mix. While geographical communities continue to define media consumers, so do online communities, ethnic and racial communities, gender communities and other ways of grouping together to find and exchange relevant information through the media. Explores a variety of forms of community journalism from its roots in the small town newspapers that have provided a verbal/visual town square for centuries to current redefinitions of the concept of community and the media manifestations of those redefinitions. (F, Sp)
- JMC 3063 Introduction to Broadcast Journalism 3 Credit Hours**  
Prerequisite: 2033 and 3003, or concurrent enrollment or permission. Introduction to the professional standards, vocabulary, processes, and newsroom organization of broadcast news. Focus is on learning how a broadcast newsroom functions and the collaboration needed to create a productive and efficient newsroom environment. (F, Sp, Su)
- JMC 3083 Business of Media 3 Credit Hours**  
Prerequisite: 2033 and completion of OU Math requirement. Explores the dual purpose of news and information media - the public service ethic rooted in journalism values and the financial interest rooted in business - and how the values of journalism co-exist and conflict with the values of business. (F, Sp)
- JMC 3103 News Editing 3 Credit Hours**  
Prerequisite: 2033, 3003. Work on newspapers, including correction of errors of fact and expression. The factors considered in selection of news. Good taste in editing copy; avoidance of libel; headline writing; techniques of copy control; newspaper makeup and arrangement. Laboratory (F, Sp)
- JMC 3143 Photojournalism 3 Credit Hours**  
Prerequisite: JMC 1013 and JMC 2033, or permission from instructor. Course will sharpen your skills as a professional creator of photographic content. Learn to operate DSLR cameras. Learn how to deliver visual content on mobile & social media platforms along with basic video storytelling. (F)
- JMC 3163 Intro to Sports Journalism 3 Credit Hours**  
Prerequisite: JMC 1013, JMC 2033, or permission of instructor. Focus will be on the art of sports interviewing and sports writing. Course will contain all phases of the media – print, radio, TV, & online. Emphases on asking pertinent questions & then building a story line. Students will be expected to create editorials & features as they pertain to different media groups. (F)
- JMC 3173 Play by Play 3 Credit Hours**  
Prerequisite: JMC 1013, JMC 2033, JMC 3003 or permission of instructor. Learn what is like to be behind the mic in addition to the complete structure of a television production. Will focus on live sports television production including an in-depth look at all crew positions, production techniques, game formats and emerging technology. Also will examine radio and television play-by-play techniques. (F, Sp)
- JMC 3303 Introduction to Advertising 3 Credit Hours**  
Prerequisite: 1013, 2033 or permission. Survey of the field of advertising and career areas within the field with emphasis on the relationship between marketing and advertising and the media which serve as channels of advertising communication. (F)
- JMC 3333 Advertising Research 3 Credit Hours**  
Prerequisite: 1013, 2033, 3303. Introduction to concepts of research. Survey and use of secondary and primary data sources as basis for formulating basic advertising plans, including advertising and communications goals and objectives. (Sp)
- JMC 3343 Advertising Design & Visual Storytelling 3 Credit Hours**  
Prerequisite: JMC 1013, JMC 2033, JMC 3303 or permission; majors only. Designed to give the advertising student an overall understanding of the development of the visual elements of advertising messages, strategies and executions. Emphasis on the technical aspects of creating advertising layouts using Adobe InDesign, PhotoShop, & Illustrator, & other selected programs along with effective communication using layout, typography & imagery. (F, Sp)
- JMC 3353 Advertising Storytelling 3 Credit Hours**  
Prerequisite: JMC 1013, JMC 2033, JMC 3303; majors only; or permission. Overall understanding of the development of message strategy and written executions. Emphasis on creativity, concept development, idea generation & principles of effective communication using words, pictures in a variety of print, social, digital and broadcast media. (Sp)

- JMC 3363 Advertising Media** **3 Credit Hours**  
Prerequisite: 1013, 2033, 3303. Characteristics of the major advertising media. Problems of rates, coverage and costs of using various media mixes. Emphasis on the planning of the media schedule and its relationship to the creative strategy. (F)
- JMC 3383 Digital Design I** **3 Credit Hours**  
Prerequisite: JMC 3433, and JMC 3423 or JMC 3353, or permission from instructor. This will be a foundational course for the primary Adobe design programs: InDesign, Illustrator and Photoshop with specific focus on Illustrator and the creation and manipulation of vector graphics. Through learning and application, you will also be exposed to basic principles of good design. (F, Sp)
- JMC 3393 Advanced Copywriting** **3 Credit Hours**  
Prerequisite: JMC 1013, 2033, 3303, 3333, 3353. Extended practice in application of creative copy principles for major advertising media including newspapers, magazines, radio and television. (Irreg.)
- JMC 3413 Public Relations Principles, Origins & Practice** **3 Credit Hours**  
Prerequisite: JMC 1013 and JMC 2033; Majors only. Will examine the nature and role of the field of public relations, history and developments of the profession over the years, activities of public relations professionals, their responsibilities, functions and practices in a variety of organizations, and significant issues, trends and ethical concerns that shape and will continue to influence the practice of public relations in the future. (F, Sp)
- JMC 3423 Public Relations Writing** **3 Credit Hours**  
Prerequisite: 1013, 2033, 3413. Fundamentals and practice in preparation of public relations copy for various media and channels, including news and feature stories, photo captions, public service broadcasts and telecasts, viewbooks, annual reports, plans-programs memos, speeches, letters and direct mail materials. Techniques in dealing with management and various publics, including the news media. Laboratory (Sp)
- JMC 3433 Public Relations Design** **3 Credit Hours**  
Prerequisite: JMC 1013, 2033, 3413, and 3423; Majors only. This course strives to train students to recognize and apply good publication design techniques in a public relations setting. In addition, we will learn the importance of structuring visual communications. The major goal of this course, however, is to give students the ability to translate a concept of visual communication into an actual publication. (F)
- JMC 3440 Mentored Research Experience** **3 Credit Hours**  
0 to 3 hours. Prerequisites: ENGL 1113 or equivalent, and permission of instructor. May be repeated; maximum credit 12 hours. For the inquisitive student to apply the scholarly processes of the discipline to a research or creative project under the mentorship of a faculty member. Student and instructor should complete an Undergraduate Research & Creative Projects (URCP) Mentoring Agreement and file it with the URCP office. Not for honors credit. (F, Sp, Su)
- JMC 3443 Event Planning** **3 Credit Hours**  
Prerequisite: JMC 1013, JMC 2033, JMC 3413 or permission from instructor. This course explains how the event planning business works and what event planners do - from small parties to big corporate events. Elements covered include design, project management, site selection and development, safety and security, food and beverage service, and entertainment. (F)
- JMC 3453 Public Relations & Society** **3 Credit Hours**  
Prerequisite: JMC 1013, 2033, and 3413; Majors only. This course is designed to introduce students to ethical principles relevant to public relations and to discuss core concepts surrounding ethical and professional public relations practice in organizations. Using case study, case scenarios, and class discussion, the course will cover and discuss ethics among a variety of topics such as corporate social responsibility, social media influencer, international/cross-cultural ethics. (F, Sp)
- JMC 3463 Cross Cultural Issues in Media & Society** **3 Credit Hours**  
Prerequisite: JMC 1013 and JMC 2033 or permission of instructor; Majors only. Cross-Cultural Issues in Media and Society highlights key areas of diverse ethnic, gender, ability and ideological groups inside and outside the United States in order to help PR/communications professionals begin to consider how culture may affect future projects. The critical role of diverse voices in a democracy will be discussed. (F, Sp)
- JMC 3473 Art Direction & Design** **3 Credit Hours**  
Prerequisite: JMC 1013, JMC 2033, and JMC 3303 or permission of instructor. This course includes advanced development of art direction and design skills, and the execution of new work created in Adobe Photoshop, Illustrator, InDesign, and XD. Demonstrating mastery of design, craft, organization and presentation is the goal of this advanced course. (F, Sp)
- JMC 3483 Preparing for Life After Gaylord** **3 Credit Hours**  
Prerequisite: JMC 1013, 2033 & 3303 or permission from instructor. Successfully navigating the communications field can be tricky, as there are no textbooks or step-by-step guides explaining how to land the right job, negotiate salaries, manage a team, and many other aspects of the working world. Understanding of how to combine your individual academic and emotional intelligence to artfully navigate the practitioner world, to achieve your potential and goals. (F, Sp)
- JMC 3493 National Student Advertising Competition** **3 Credit Hours**  
Prerequisite: Junior Standing or special permission from instructor. The National Student Advertising Competition is the premier college advertising competition that provides more than 2,000 college students with the real-world experience of creating a strategic advertising/marketing/media campaign for a corporate client. (Sp)
- JMC 3504 Introduction to Professional Writing** **4 Credit Hours**  
Prerequisite: JMC 1013, JMC 2033, JMC 3011 or concurrent enrollment in JMC 3011, and instructor permission. Basic theory, orientation and fundamental techniques of fiction writing. (F, Sp)
- JMC 3613 Single Camera Production** **3 Credit Hours**  
Prerequisite: 1013, 2033 or concurrent enrollment; Majors only. Understand and demonstrate the intermediate skills of preproduction, sound recording/mixing, single-camera digital video production, and non-linear editing in the storytelling process. (F, Sp)
- JMC 3623 Electronic Media Writing** **3 Credit Hours**  
Prerequisite: JMC 1013, 2033; Majors only. Understand and demonstrate the basic skills of appropriate script formats, treatments, and writing for a wide variety of media genres. (F, Sp)
- JMC 3633 Audio Production** **3 Credit Hours**  
Prerequisite: 1013, 2033. Studies in audio technology, recording techniques and technology, audio for television, film, radio and other distribution technologies. The study of processes including foley, synchronization, live mixing, talent microphone techniques, and audio engineering. Production of multiple audio elements for a variety of applications including news, advertising, promotion and others. (F, Sp)



<b>JMC 3643 Media Relations</b>	<b>3 Credit Hours</b>	<b>JMC 3960 Honors Reading</b>	<b>1-3 Credit Hours</b>
Prerequisite: JMC 1013, JMC 2033, JMC 3413, and JMC 3423. Media Relations is most important skills a PR Practitioner can posse. The course is designed to take an in-depth look at the tactics & techniques PR students and other who might engage the media can use to achieve excellent relations with the media. (F, Sp)		1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated with change of content; maximum credit six hours. Consists of topics designated by the instructor in keeping with the student's major program; covers materials not usually presented in regular courses. (F, Sp, Su)	
<b>JMC 3653 Radio News</b>	<b>3 Credit Hours</b>	<b>JMC 3970 Honors Seminar</b>	<b>1-3 Credit Hours</b>
Prerequisite: JMC 2033 and JMC 3003 or JMC 3623; Majors only. Study and practice of writing, editing and preparation of radio newscasts. (F)		1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated with change of content; maximum credit six hours. Projects vary; deal with concepts no usually presented in regular coursework. (F, Sp, Su)	
<b>JMC 3663 Visual Reporting</b>	<b>3 Credit Hours</b>	<b>JMC 3980 Honors Research</b>	<b>1-3 Credit Hours</b>
Prerequisite: Majors only, departmental permission, JMC 1013, JMC 1031, JMC 1041, JMC 1051, JMC 1061, JMC 1071, JMC 1081, JMC 2033, and JMC 3013. Basic visual news gathering skills, including production of strong visual story ideas, shooting and editing with digital equipment and application of news ethics. (F, Sp)		1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated with change of content; maximum credit six hours. Provides an opportunity for the gifted Honors candidate to work at a special project in the student's field. (F, Sp, Su)	
<b>JMC 3683 Digital Reporting</b>	<b>3 Credit Hours</b>	<b>JMC 3990 Independent Study</b>	<b>1-3 Credit Hours</b>
Prerequisite: Majors only, departmental, JMC 1013, JMC 1031, JMC 1041, JMC 1051, JMC 1061, JMC 1071, JMC 1081, and JMC 2033. An overview of the Creative Media Production for new majors. Students will be introduced to the various opportunities and sequences in the Creative Media Production major. (F, Sp)		1 to 3 hours. Prerequisite: permission of instructor and junior standing. May be repeated once with change of content; maximum credit six hours. Independent study may be arranged to study a subject not available through regular course offerings. (F, Sp, Su)	
<b>JMC 3703 Backpack Reporting</b>	<b>3 Credit Hours</b>	<b>JMC 4013 Essential Reporting</b>	<b>3 Credit Hours</b>
Prerequisite: Majors only; JMC 1013, JMC 2033, JMC 3003 or permission of instructor. Learn to produce video stories with compelling sound, images and to do so by themselves and with efficiency, thus "backpack journalism". Content produced may be for a legacy media organization, for commercial or non-profit groups or for documentary work. (Irreg.)		Prerequisite: Majors only, departmental permission, JMC 1013, JMC 1031, JMC 1041, JMC 1051, JMC 1061, JMC 1071, JMC 1081, and JMC 2033. Students will learn to navigate county, city and school government from the basics of court procedure to following a paper trail through the court system and government. (F, Sp)	
<b>JMC 3713 History of Motion Media</b>	<b>3 Credit Hours</b>	<b>JMC 4033 Advancing Cultural Proficiency in Media Leadership</b>	<b>3 Credit Hours</b>
Prerequisite: JMC 2683 and JMC 3623, majors only; or permission of instructor. History and development of film, television and emerging media as a communication medium. Varied critical perspectives are offered; exemplary media presented, preceded by lectures on history and technique, followed by discussion periods. (Irreg.)		Prerequisite: Majors only, departmental permission, JMC 1013, JMC 1031, JMC 1041, JMC 1051, JMC 1061, JMC 1071, JMC 1081, JMC 2033, and JMC 3013. The study of diversity and leadership from both a theoretical and a practical perspective. (F, Sp)	
<b>JMC 3723 Introduction to Documentary</b>	<b>3 Credit Hours</b>	<b>JMC 4043 TV News Producing</b>	<b>3 Credit Hours</b>
Prerequisite: JMC 1013 and JMC 3623; majors only; or permission of instructor. History and development of the documentary medium. Varied perspectives are offered; exemplary films and videos are presented, preceded by lectures on history and technique. Includes discussion periods and practice. (Irreg.)		(Slashlisted with JMC 5043) Prerequisite: JMC 3063, 3663, and JMC 3003; or with permission of instructor. This course will focus on television news producing in its various forms, such as line producing, field producing, content producing, and preditor (producer/editor). Students will experience hands-on how to produce a full-length newscast, field produce an individual story, and learn the responsibilities of content producing and preditor positions in a digital newsroom. No student may earn credit for both 4043 and 5043. (F, Sp)	
<b>JMC 3753 Electronic Media Criticism</b>	<b>3 Credit Hours</b>	<b>JMC 4143 Reporting in Washington</b>	<b>3 Credit Hours</b>
Prerequisite: 1013, 2033. Offers basic skills to interpret the role that internet, video, film and audio play as a cultural force in society. Students will learn to become critical analysts of media texts. (Sp)		Prerequisite: JMC 1013, JMC 2033, JMC 3003, and JMC 3013; or permission of instructor. Students will be generating stories about activities of the Oklahoma's congressional delegation and federal issues impacting Oklahomans for Oklahoma media. Course will take place in Washington DC. The course will explore how reporters gain access to events that only a handful of reporters are allowed to attend as well as generating stories on deadline. (F, Sp)	
<b>JMC 3763 Narrative Screenwriting</b>	<b>3 Credit Hours</b>		
Prerequisite: JMC 2033, JMC 2643 & JMC 3623 or concurrent enrollment; Majors only. Understand and demonstrate the intermediate skill of narrative script writing. (F, Sp)			
<b>JMC 3773 Television News</b>	<b>3 Credit Hours</b>		
Prerequisite: 3003, 3013, 3063 and 3663. Television news principles and practice in use of ENG (electronic news gathering), editing of video tape stories and preparation of television news programs. Laboratory (F, Sp)			
<b>JMC 3800 Internship</b>	<b>1-3 Credit Hours</b>		
1 to 3 hours. Prerequisite: 3.00 grade point average required with a total of 75 semester hours completed of which 15 semester hours are required in JMC; Permission of instructor; May be repeated; maximum 6 credit hours. Participation in supervised intern experience; grade of S or U based on work performance, regular reports, on-site supervisor evaluation. (F, Sp, Su)			

**JMC 4153 Public Relations for Causes and Issues 3 Credit Hours**  
(Slashlisted with JMC 5153) Prerequisite: JMC 1013, JMC 2033, JMC 3413, and JMC 3423. Course takes a hands-on approach to causes and issues in public relations. Examines research and theory-based approaches for communication strategies that target key stakeholders. Provides students with essential information on how to develop, implement, and evaluate a comprehensive communications campaign for different types of organizations such as nonprofits, advocacy groups, and philanthropic organizations. No student may earn credit for both 4153 and 5153. (F, Sp)

**JMC 4163 Public Relations for Consumer Culture 3 Credit Hours**  
(Slashlisted with JMC 5163) Prerequisite: JMC 1013, JMC 2033, JMC 3413, and JMC 3423. Comprehensive introduction to the major theories and empirical studies of consumer culture with emphasis upon the motivations and cultural aspects of consumption in America; substantive focus upon diverse topics such as fashion, celebrity influences, food, tourism, physical attractiveness, children, and race/ethnicity. No student may earn credit for both 4163 and 5163. (F, Sp)

**JMC 4173 Public Relations for Public vs. Private Organizations 3 Credit Hours**  
(Slashlisted with JMC 5173) Prerequisite: JMC 1013, JMC 2033, and JMC 3413. Students will examine how identity influences the ways in which organizations represent themselves to the various constituencies, and how identity is influenced by interactions with the groups. The course also examines the distinct challenges, considerations, and communication strategies in shaping and safeguarding the reputation of entities operating in the public and private sectors. No student may earn credit for both 4173 and 5173. (F, Sp)

**JMC 4183 Advanced Cross-Platform Reporting 3 Credit Hours**  
Prerequisite: Majors only, departmental permission, JMC 1013, JMC 1031, JMC 1041, JMC 1051, JMC 1061, JMC 1071, JMC 1081, JMC 2033, and JMC 3013. Develop tools to become proficient at creating professional news stories, develop advanced content for media outlets in Oklahoma, and increase understanding of importance of diversity in our reporting and inside our own newsroom. (F, Sp)

**JMC 4193 Principles of Media Entrepreneurship 3 Credit Hours**  
(Slashlisted with JMC 5193) Prerequisite: JMC 1013 and JMC 2033. An in-depth examination of media entrepreneurship and distribution in the digital age. Students will learn how to create their own company, design a business plan, create budgets, and find financial backers and sponsors. Current approaches to marketing and distributing media products of various forms to the media industry will also be explored. No student may receive credit for both 4193 and 5193. (F, Sp, Su)

**JMC 4213 Innovators in Journalism 3 Credit Hours**  
Prerequisite: JMC 1013, JMC 2033, JMC 3003, and JMC 3013; or permission of instructor. The nation's capital has long been the nexus for journalists aspiring to be leaders in the profession. As a result, many of the innovative changes being utilized to cover the federal government have been developed here. This course will explore some of those developments and result in meetings with many of the journalists behind those advances. (F, Sp)

**JMC 4223 Digital Advertising 3 Credit Hours**  
(Slashlisted with JMC 5223) Prerequisite: JMC 1013, JMC 2033 and JMC 3303. Recognizing the growing importance of newly emerging forms of advertising/promotions using non-traditional or alternative media, this course is designed to explore a new view of advertising in the current marketing/media environments. Along with learning the traditional advertising theories, students will understand how to effectively measure the use of interactive advertising media. No student may earn credit for both 4223 and 5223. (Irreg.)

**JMC 4233 Advertising Portfolio 3 Credit Hours**  
(Slashlisted with JMC 5233) Prerequisite: JMC 1013, JMC 2033, JMC 3303, and JMC 3343. This course includes revision of existing pieces to professional standards, and the execution of new work to complete the professional portfolio. Demonstrating mastery of design, craft, organization and presentation is the goal of this Portfolio course. Topics covered related to the business of art direction, graphic design, copy writing, business correspondence, interviewing & self promotional skills, & job promotional skills. No student may earn credit for both 4233 and 5233. (F, Sp)

**JMC 4243 Strategic Fashion Communication 3 Credit Hours**  
(Slashlisted with JMC 5243) Prerequisite: 1013, 2033, 3303, 3413. Offers both a critical and practical exploration of the fashion communication business covering the complete cycle of the fashion industry from the concept and production stages to marketing campaigns, product sales, and events planning. Focusing on the lifecycle of the fashion brand. No student may earn credit for both 4243 and 5243. (Irreg.)

**JMC 4253 British Media Studies 3 Credit Hours**  
Prerequisite: JMC 1013, JMC 2033, and permission of instructor. Critical analysis of the products of the media and the impact that the British media have upon their and our culture. Students will gain the ability to understand similarities and differences in British and American media cultures. (Irreg.)

**JMC 4263 British News Media Systems 3 Credit Hours**  
Prerequisite: junior standing and permission of instructor. Examines the structure, role, history and future of the news media in the U.K. and Europe. Covers print, broadcast, and web-based news media, with particular emphasis on broadcast/journalism and the current challenges it faces. There will be site visits to advertising and public relations agencies. Students will learn about the role of public service media in the U.K. (Irreg.)

**JMC 4273 Communicating Culture Tourism Media: Concepts and Theory 3 Credit Hours**  
(Slashlisted with JMC 5273) Prerequisite: JMC 1013, JMC 2033 & JMC 3413 & permission from instructor; corequisite JMC 4283. Through an immersion experience in an international location, students will analyze the cultural traditions and history of modern travel media. Studies include the major contexts and motives of tourism, as well as the foundations of contemporary forms of travel media. No student may earn credit for both 4273 and 5273. (Irreg.)

**JMC 4283 Communicating Culture Tourism Media: Travel Genres 3 Credit Hours**

(Slashlisted with JMC 5283) Prerequisite: JMC 1013, JMC 2033, JMC 3413 & permission of instructor; corequisite JMC 4273. Through an immersion experience in an international location, this course will teach students the elements of narrative storytelling for media, and give them opportunities to hone and develop their individual writing styles through applied assignments. Students will gain the strategic and applied skills for feature-style writing that will allow them to produce media that meet professional standards. No student may earn credit for both 4283 and 5283. (Irreg.)

**JMC 4293 Advanced Copywriting 3 Credit Hours**

Prerequisite: JMC 1013, JMC 2033, JMC 3303, and JMC 3353; or permission of instructor. Primary emphasis will be on the creation of multiple strategic, compelling, and effective advertising campaigns. Students will leverage the tools of concept development (the Big Idea), idea generation and the execution of digital, social, experiential, and traditional (print and broadcast) advertising as well as peer workshop criticism to refine work to include in a professional portfolio. (F, Sp)

**JMC 4303 International Advertising 3 Credit Hours**

(Slashlisted with JMC 5303; Crosslisted with MKT 4303) Prerequisite: JMC 3303 or special permission from instructor. May be repeated with change of subject matter; maximum credit six hours. Designed to provide basic understanding of advertising and culture that applies to advertising in non-American locations. No student may earn credit for both 4303 and 5303. (Irreg.)

**JMC 4323 Advertising Account Planning 3 Credit Hours**

(Slashlisted with 5323) Prerequisite: 3303. Discussion and practice of the advertising agency function of representing the target audience. Emphasis on learning to think like a consumer. Incorporates creativity, market research, consumer behavior and critical thinking to help in understanding target audiences. No student may earn credit for both 4323 and 5323. (F)

**JMC G4333 Contemporary Problems in Advertising 3 Credit Hours**

(Slashlisted with 5333) Prerequisite: 1013, 2033, 3303, 3333. Survey of contemporary problems in advertising, including current social and economic criticisms, legal and self-regulation problems, and agency and media-related problems. No student may earn credit for both 4333 and 5333. (F)

**JMC 4343 Advertising Campaigns 3 Credit Hours**

Prerequisite: 1013, 2033, 3303, 3333, 3353, 3363 and senior standing. This is the senior capstone course for the advertising sequence. Working as members of competitive advertising agency teams, students research, plan, develop marketing, creative and media strategy and make formal presentations to a major client for a complete advertising campaign. Laboratory (F, Sp) [V].

**JMC 4353 Cinematography 3 Credit Hours**

(Slashlisted with JMC 5353) Prerequisite: JMC 1013, JMC 2033 and JMC 2643; Majors only. Understand and demonstrate the advanced skills of scriptwriting, preproduction, sound recording/mixing, single-camera digital video production and non-linear editing in the narrative storytelling process. No student may earn credit for both 4353 and 5353. (Sp)

**JMC 4363 Data Journalism 3 Credit Hours**

(Slashlisted with JMC 5363) Prerequisite: JMC 1013 and JMC 2033 or permission from instructor. Introduction to the basic concepts and skills necessary to use numerical, statistical, geographical and survey data as a way of telling compelling fact-based stories. Stories may be used as news, strategic or narrative products. Data can be used in all of Gaylord fields from journalism to professional writing. Class builds skills in finding, cleaning, analyzing, interpreting and then using data. No student may earn credit for both 4363 and 5363. (F, Sp)

**JMC 4373 Media Psychology 3 Credit Hours**

(Slashlisted with JMC 5373) Prerequisite: JMC 1013 and JMC 2033 or Instructor permission. Focus on cognitive and emotional processing of media. Topics cover: how do media impact our thoughts, feelings and behaviors, how and when we change our attitudes, what the media teach us about the world, how we pay attention to television, print media, and the Internet, how we respond emotionally, and how we decide what is real. Psychological theories reviewed. No student may earn credit for both 4373 and 5373. (F, Sp)

**JMC 4383 Digital Design II 3 Credit Hours**

Prerequisite: JMC 3383 or permission from instructor. Utilizing the adobe creative suite, students will advance design capabilities. Students will be provided opportunities to explore new and innovative concepts relevant to graphic design in order to further develop their creativity and personal design aesthetic. Class collaboration along with instructor feedback will learn to complete work in a timely & professional manner. (F, Sp)

**JMC 4393 Advanced PR Writing 3 Credit Hours**

Prerequisite: JMC 1013, JMC 2033, JMC 3413, and JMC 3423; permission of instructor. Hiring managers need PR practitioners who can write strategically and persuasively, who can take complex ideas and communicate them effectively to various targeted audiences. Advanced PR Writing is designed to take your communications skills to a higher level, focusing on writing for audio/visual and social media platforms, writing for business and writing for executives. Reinforce AP style writing. (F, Sp)

**JMC 4403 Public Relations Campaigns 3 Credit Hours**

Prerequisite: JMC 1013, 2033, 3413, 3423, and 4453; Majors only. This course covers the application of theory, research data, and problem-solving techniques in the development of a comprehensive public relations campaign. (F, Sp)

**JMC 4413 Crisis Communication 3 Credit Hours**

Prerequisite: 3413 or instructor permission. Examine strategic communication practices throughout the three stages of a crisis event. Special emphasis is placed on crisis planning, media relationships, image restoration, ethical responses, and organizational learning. No student may earn credit for both 4413 and 5413. (F, Sp)

**JMC 4423 Contemporary Problems in Public Relations Capstone 3 Credit Hours**

Prerequisite: JMC 1013, 2033, 3413, 3423, 3443, 4453 and 4403; Majors only. Through the analysis of real-life cases, students will discuss, critique, and apply public relations models and theories, standards, ethics, and values. Students will also apply and master research skills, sharpen critical thinking skills, and understand concepts from multiple points of view. (F, Sp)

- JMC 4433 Sports Public Relations** **3 Credit Hours**  
(Slashlisted with 5433) Prerequisite: 1013, 2033, 3413. A study of public relations as it is practiced in the sports industry featuring guest and video presenters representing various sports publicity, promotion and public relations positions. Includes representatives of newspaper, television, and radio sports departments. No student may earn credit for both 4433 and 5433. (Irreg.)
- JMC 4443 Public Relations Management** **3 Credit Hours**  
(Slashlisted with JMC 5443) Prerequisite: Majors only; JMC 2033, JMC 3413, JMC 3423 or permission of instructor. This course will introduce you to the field of public relations and give you an overview of the historical development and current status of public relations. You will understand the study of public relations as the strategic behavioral management function that applies communication and organizational theory to the research, planning, implementation, and evaluation of the communication programs of organizations. No student may earn credit for both 4443 and 5443. (Irreg.)
- JMC 4453 Public Relations Research** **3 Credit Hours**  
(Slashlisted with 5453) Prerequisite: 3413. To build skills in the use of various public relations research methodologies available for exploratory, evaluation, and management assessment of programs. No student may earn credit for both 4453 and 5453. (Sp)
- JMC 4473 Social Media Marketing** **3 Credit Hours**  
(Slashlisted with JMC 5473) Prerequisite: junior standing; majors only; JMC 1013, JMC 2033 and JMC 3413. Social Media Marketing explores the most effective marketing strategies and tactics used by brands to engage with consumers on each social media platform. You'll study best practices in social media marketing and apply them to the eight-step social media-planning model to construct an extensive real world social media marketing plan for a client. No student may receive credit for both 4473 and 5473. (F, Sp, Su)
- JMC 4483 Global and International Public Relations** **3 Credit Hours**  
(Slashlisted with JMC 5483). Prerequisite: JMC 1013, JMC 2033 and JMC 3413. Investigate current issues in global public relations practice. Students will examine how political, socio-economic, cultural, and historical particularities, together with pop culture, influence modern public relations practice. Students will also learn what role the social media plays in shaping global public relations strategies, as well as what role globalization plays in shaping strategic communication messages on international markets. No student may receive credit for both 4483 and 5483. (F, Sp, Su)
- JMC 4493 Social Media Strategies** **3 Credit Hours**  
(Slashlisted with JMC 5493) Prerequisite: Permission of Instructor; JMC 1013, JMC 2033, and JMC 3413. Student will understand the mass communication industry by discussion and using assignments to focus on social media post writing, publishing, management, and measurement. Students will complete a social media audit, social media calendar, social media monitoring and evaluation plan, target public personas, as well as several social media platform certifications. No student may earn credit for both 4493 and 5493. (F, Sp)
- JMC 4503 Tutorial in Writing** **3 Credit Hours**  
Prerequisite: 1013, 2033, 3504, 3514 and permission. May be repeated once for credit; maximum credit six hours. May accompany 3514 with permission. Individual conferences devoted entirely to preparation, criticism, editing and preparation for marketing of the student's original manuscript, both fiction and nonfiction. (F, Sp)
- JMC 4514 Writing the Novel** **4 Credit Hours**  
Prerequisite: 1013, 2033, 3504 and 3514; or permission. May be repeated; maximum credit eight hours. Analysis of the practical creative problems involved in writing novels. Instruction in specific approaches and techniques useful in plotting, characterization, setting, scene, etc. Supervised writing of a novel by each student. (F, Sp)
- JMC 4523 Theories of Public Relations** **3 Credit Hours**  
(Slashlisted with JMC 5523) Prerequisite: JMC 1013, JMC 2033, JMC 3413, JMC 3423, JMC 3453. Students will have a unique opportunity to meet and network with some of the leading public relations academic and practitioner experts and to learn more about the public relations and strategic communications field. No student may earn credit for both 4523 and 5523. (F, Sp)
- JMC 4524 Writing the Short Story** **4 Credit Hours**  
(Slashlisted with JMC 5524) Prerequisite: majors only; JMC 1013, JMC 2033, JMC 3504 and permission of instructor or department. Techniques and theory of fiction writing and plots, with emphasis on current American short stories. No student may earn credit for both 4524 and 5524. (F, Sp)
- JMC 4533 Mystery Writing** **3 Credit Hours**  
(Slashlisted with JMC 5533) Prerequisite: JMC 3504. A survey and discussion of the various popular forms that are used in the creation of commercial crime stories in fiction and film. This look at the most popular forms of crime writing and their rationales has the intention of allowing students to develop their own crime writing projects to better fit the prevailing markets. No student may earn credit for both 4533 and 5533. (F, Sp)
- JMC 4543 Sci-Fi & Fantasy Writing** **3 Credit Hours**  
(Slashlisted with JMC 5543) Prerequisite: JMC 3504. Although most people lump science fiction and fantasy stories together, these two genres are worlds apart. This course will help you expand your understanding of the two areas by focusing on world building, tech, and magic as well as potential societal differences. Sci-Fi & Fantasy Writing allows participants to dig more deeply into genres they wish to explore. No student may earn credit for both 4543 and 5543. (F, Sp)
- JMC 4553 Advanced Novel Writing** **3 Credit Hours**  
Prerequisite: JMC 1013, JMC 2033, JMC 3504, and JMC 4514 or permission of instructor; May be repeated; maximum credit six hours. Designed to follow WRITING THE NOVEL (JMC 4514), this course will guide students through completion of the second half of a novel as well as a supervised revision, breaking down the process into a series of milestones and weekly deadlines, with personalized feedback, guidance, encouragement, and one-on-one conferences with the instructor. (F, Sp)
- JMC G4563 Category Fiction** **3 Credit Hours**  
(Slashlisted with 5563) Prerequisite: 3504 and 3514, or permission of instructor. May be repeated once with change of content; maximum credit six hours. In-depth study of current popular fiction genres and techniques used by category authors. Discussion of books in terms of fiction devices and application of such techniques to student's own work. No student may earn credit for both 4563 and 5563. (F)
- JMC 4573 Theories of Professional Writing** **3 Credit Hours**  
(Slashlisted with JMC 5573) Prerequisite: majors only; JMC 3504. Study of significant theories of the writing process, the motivation to write, and intended effects of writing. Students will address aesthetics, philosophy and values relating to careers in writing. No student may earn credit for both 4573 and 5573. (F, Sp)



- JMC 4593 Young Adult Fiction Writing 3 Credit Hours**  
(Slashlisted with JMC 5593) Prerequisite: JMC 3504. Young adult fiction is a thriving sector of the book industry. This class deconstructs the state of the young adult market and uses current award winners and bestsellers as models of aspects of story such as characterization, world-building, plotting and voice. Students learn how to position their work in a booming market and discover how writing young adult fiction is similar to and different from writing for adults. No student may earn credit for both 4593 and 5593. (F, Sp)
- JMC 4603 Business of Professional Writing 3 Credit Hours**  
Prerequisite: JMC 4573 & Senior Standing. The capstone course should reflect the culmination of the student's training in writing technique and craftsmanship and demonstrate the student's ability to apply such knowledge in his or her own writing. Furthermore, the student should show awareness of the marketplace and what constitutes work that is commercial, professional, and saleable. (F, Sp) [V].
- JMC 4623 Multi-Camera Production 3 Credit Hours**  
(Slashlisted with JMC 5623) Prerequisite: JMC 2643; Majors only. Understand and demonstrate the skills of scriptwriting, preproduction, sound recording/mixing, multi-camera video production and non-linear editing in the storytelling process. No student may earn credit for both 4623 and 5623. (F)
- JMC 4633 Advanced Single Camera Production 3 Credit Hours**  
(Slashlisted with JMC 5633) Prerequisite: JMC 2033, JMC 3613; Majors only. Understand and demonstrate the advanced skills of scriptwriting, sound recording/mixing, single-camera digital video production and non-linear editing in the storytelling process. No student may earn credit for both 4633 and 5633. (F, Sp)
- JMC 4643 Advanced Audio Production 3 Credit Hours**  
(Slashlisted with JMC 5643) Prerequisite: 2623, 3633. Advanced study of the technology, capabilities and utilization of audio media. Units on advanced audio techniques for radio, television and film. Intensive practice and skill development in audio production techniques. No student may earn credit for both 4643 and 5643. (Irreg.)
- JMC 4651 Portfolio -CMP 1 Credit Hour**  
Prerequisite: JMC 4653 or concurrent enrollment; senior standing; Majors only. Career development course where students develop a demo reel, website, resume and other materials to assess students work and begin their professional careers. (F, Sp)
- JMC 4653 Issues And Ethics In Electronic Media 3 Credit Hours**  
Prerequisite: 90 hours including twelve hours of Journalism and Mass Communications courses. Capstone course for Broadcasting and Electronic Media. Identification, examination, and analysis of current and ethical issues affecting media and media industries. Course content varies. (Sp) [V].
- JMC 4673 Advanced Broadcast News 3 Credit Hours**  
(Slashlisted with 5673) Prerequisite: 3013 and 3773. Study of current requirements for and practice of public affairs programming, including news. Evolution of broadcast documentary form; writing, filming, editing techniques; budgeting and scheduling; actual preparation of public affairs programs of various types with emphasis on the extended-length news documentary. No student may earn credit for both 4673 and 5673. Laboratory (Sp)
- JMC 4683 Multimedia Content Management 3 Credit Hours**  
(Slashlisted with 5683) Prerequisite: 3013 and 3683. Examines working with media content in a variety of formats such as text, audio, video, photography and graphics, for online media. Instruction and practice in editing designing, presenting, and managing news and information content for online media. No student may earn credit for both 4683 and 5683. (F, Sp) [V].
- JMC 4693 Podcasting 3 Credit Hours**  
(Slashlisted with JMC 5693) Prerequisite: Junior standing; JMC 1013 and JMC 2033 or permission of instructor. Podcasting is a newer media form built on older media forms, made possible by digital technologies. It is transforming our media experience of who gets to tell stories, what stories are being told, and how we interact at large and small scales. Understanding media in the current era requires understanding podcasting. No student may earn credit for both 4693 and 5693. (F, Sp)
- JMC 4723 Horror Writing 3 Credit Hours**  
(Slashlisted with JMC 5723) Prerequisite: Junior standing; JMC 1013 and JMC 2033 or permission of instructor. Students are expected to gain proficiency with writing and understanding horror in prose, script, and voice acting/acting through analysis of published articles, reviews, and blogs, in-class technique drills, individualized coaching from the professor, and writing original pieces of their own. Learn how to submit their work in the horror field and get published pieces to put into their resumes. No student may earn credit for both 4723 and 5723. (F, Sp)
- JMC 4733 Advanced Narrative Screenwriting 3 Credit Hours**  
Prerequisite: JMC 2033, JMC 3763; Majors only. Understand and demonstrate the advanced skills of narrative scriptwriting. (Sp)
- JMC 4753 Documentary Research and Writing 3 Credit Hours**  
(Slashlisted with JMC 5753) Prerequisite: JMC 3623, and JMC 3723 or concurrent enrollment; majors only; or permission of instructor. Covers the preparation of a documentary from both practical and critical/theoretical directions. Focuses on research, writing and submission of documentary proposals, and practical writing exercises. No student may earn credit for both 4753 and 5753. (F)
- JMC 4763 Documentary Production 3 Credit Hours**  
(Slashlisted with JMC 5763) Prerequisite: JMC 3613, JMC 3723; Majors only. Understand and demonstrate the advanced skills of research, preproduction, scriptwriting, sound recording/mixing, single-camera digital video production and non-linear editing in the documentary storytelling. No student may earn credit for both 4763 and 5763. (Sp)
- JMC 4773 After Effects 3 Credit Hours**  
(Slashlisted with JMC 5773) Prerequisite: Majors only; JMC 3613. Practice and understanding of graphic design, motion graphics, compositing, color correction, VFX and puppet animations using After Effects. No student may earn credit for both 4773 and 5773. (F)
- JMC 4793 Broadcast Advertising Production 3 Credit Hours**  
(Slashlisted with 5793) Prerequisite: 2623 and 3613, or permission of instructor. Addresses all the major stages of creating broadcast advertising messages from research and development of scripts through production, post production and final presentation. Emphasis will be placed on working in teams to create commercial messages. No student may earn credit for both 4793 and 5793. (Irreg.)

- JMC 4803 History of Media 3 Credit Hours**  
Prerequisite: Junior standing and twelve hours of Journalism credit; Majors only. Historical contributions and influences related to broad, relevant elements of media. Historical relationship of media and culture, development of freedom of expression. Relationship between interpretive nature of historiography and diversity of groups in a global society. Role of individuals, institutions, professional influences, and events historically shaping communications through media. (F, Sp)
- JMC 4813 Media Law 3 Credit Hours**  
Prerequisite: ninety hours, including thirteen hours of journalism and mass communication. Capstone course for the Journalism sequence. Examines the principles by which the media exercise their public functions and fulfill the mission of the First Amendment. Areas studied include: the right to know, truth and fairness, responsibility, libel, privilege, fair comment, privacy, contempt, copyright, regulation of advertising and the rules, regulations and industry codes which affect the broadcast media. (F, Sp) [V].
- JMC 4833 Journalism Ethics 3 Credit Hours**  
(Slashlisted with 5833) Prerequisite: junior standing and twelve hours of journalism and mass communication courses. Press criticism; organizational performance; reportorial performance; print/broadcast distinctions. No student may earn credit for both 4833 and 5833. (F, Sp)
- JMC 4843 Sports Promotion 3 Credit Hours**  
(Slashlisted with JMC 5843) Prerequisite: JMC 1013, JMC 2033, and JMC 3413 or permission of instructor. This course overviews the various types of sports industry positions that utilize strategic communication skills under the overarching umbrella of "sports promotion." The goal of this course is to help students fully understand the myriad of different ways public relations, advertising, sales and marketing techniques can be used in sports promotion. No student may earn credit for both 4843 and 5843. (F, Sp)
- JMC 4853 Race, Gender, Class and the Media 3 Credit Hours**  
(Slashlisted with JMC 5853) Prerequisite: Majors only; junior standing and twelve Journalism and Mass Communication credit hours. Survey of past and present relationships between women and racial and ethnic minorities in the U.S. and the media. Media portrayal, employment, ownership and access will be studied. No student may earn credit for both 4853 and 5853. (F, Sp)
- JMC 4863 Journalism, Ethics and Democracy 3 Credit Hours**  
Prerequisite: 90 hours, including 24 hours in Journalism. Journalism Capstone course that immerses majors in a conceptual examination of the crucial role of news professionals in a participatory democracy. Emphasizes freedom of speech and press, ethical principles, the watchdog function of journalism, and social and professional responsibilities of journalists in an age of rapidly changing media forms. (F, Sp) [V].
- JMC 4903 Production for Clients 3 Credit Hours**  
(Slashlisted with JMC 5903) Prerequisite: JMC 4633 or permission of instructor. Students work on actual client projects. The class simulates a production house operation. Working in teams, students are responsible for budgeting, working with clients, scripting, shooting, editing, and follow-through on the project. No student may earn credit for both 4903 and 5903. (F, Sp)
- JMC 4913 Narrative Production 3 Credit Hours**  
(Slashlisted with JMC 5913) Prerequisite: JMC 3613, JMC 3763; Majors only. Understand and demonstrate the advanced skills of scriptwriting, preproduction, sound recording/mixing, single-camera digital video production and non-linear editing in the narrative storytelling process. No student may earn credit for both JMC 4913 and 5913. No student may earn credit for both 4913 and 5913. (F, Sp)
- JMC 4933 Gaylord 360: Storytelling Without Walls 3 Credit Hours**  
Prerequisite: Departmental permission; JMC 1013, JMC 2033, and JMC 3303. Gaylord 360: Storytelling Without Walls is a unique learning experience that gives advertising, creative media production, journalism, professional writing, and public relations majors the opportunity to work together to create and implement storytelling in a holistic, real-world 360-degree environment from beyond the OU campus community. Gaylord 360 will work in Arezzo, Italy with client to gain hands-on experience. (Su)
- JMC 4943 Food Writing and Social Media 3 Credit Hours**  
Prerequisite: Departmental permission; JMC 1013, JMC 2033, and JMC 3303. Designed for Gaylord College students in Arezzo and combines the history and customs of food, olive oil, and wine in Arezzo and the surrounding region with food writing and blogging. The class will explore a small portion of the history of Italian food & wine. Students will become educated, informed, and discerning food writers and publishers. (Su)
- JMC 4960 Directed Readings 1-4 Credit Hours**  
1 to 4 hours. Prerequisite: good standing in University; permission of instructor and dean. May be repeated; maximum credit four hours. Designed for upper-division students who need opportunity to study a specific problem in greater depth than formal course content permits. (Irreg.)
- JMC 4970 Special Topics 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: permission of instructor. May be repeated with change of subject matter; maximum credit nine hours. Varied projects with experimental, innovative and creative approaches, to communicating through the mass media. (Irreg.)
- JMC 4990 Independent Study 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: three courses in general area to be studied; permission of instructor and department; 3.00 grade point average on all college work. May be repeated; maximum credit six hours. Contracted independent study for topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (F, Sp, Su)
- JMC 5001 Professional Practices 1 Credit Hour**  
Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit six hours. Discussion and practice in specialized skills related to news and information, strategic communication, or media arts. (F, Sp)
- JMC 5043 TV News Producing 3 Credit Hours**  
(Slashlisted with JMC 4043) Prerequisite: Graduate standing and permission of instructor. This course will focus on television news producing in its various forms, such as line producing, field producing, content producing, and preditor (producer/editor). Students will experience hands-on how to produce a full-length newscast, field produce an individual story, and learn the responsibilities of content producing and preditor positions in a digital newsroom. No student may earn credit for both 4043 and 5043. (F, Sp)

- JMC 5063 Readings in Mass Communication 3 Credit Hours**  
Prerequisite: graduate standing and permission. Exploration of key works defining the field of mediated communication. Students will examine an area of inquiry of interest to them in depth through readings, discussion, and writing. Includes an examination of online resources, bibliographies, histories, theoretical concepts and issues, and critical biographies of key figures. (Sp)
- JMC 5073 Conceptual Issues in Graduate Study in Journalism and Mass Comm 3 Credit Hours**  
Prerequisite: graduate standing. Introduction to key study areas in journalism and mass communication. Historical foundations, theoretical development and research trends will be outlined. Students will meet graduate faculty members and discuss major ideas and issues in the field. (F)
- JMC 5083 Mass Communication Theory 3 Credit Hours**  
Prerequisite: graduate standing or permission. Theoretical perspectives and issues in mass communication. Emphasis on processes and effects that affect mass communication practices and media. Exploration of contemporary research and its contribution to the growing body of knowledge about mass communication. (F)
- JMC 5091 Thesis/Project Seminar 1 Credit Hour**  
Prerequisite: graduate standing. Choice and development of appropriate research topics and proposals for thesis and professional projects. Discussion of the rigor and expectations for this research. (Sp)
- JMC 5093 Introduction to Research Methods in Mass Communication 3 Credit Hours**  
Prerequisite: graduate standing. Introduction to research methods used in the study and practice of mass communication. Addresses how to formulate research problems and choose appropriate methods to study them, including both quantitative and qualitative approaches. (F)
- JMC 5113 Qualitative Research Methods 3 Credit Hours**  
Prerequisite: graduate standing. Surveys a range of conceptual and methodological approaches appropriate for qualitative research in mass communication. Topics include conceptualization of research problems, framing research questions, the nature and sources of evidence, modes of interpretation, and conceptual framework from which evidence is analyzed in qualitative studies. (Sp)
- JMC 5133 Quantitative Research Methods 3 Credit Hours**  
Prerequisite: graduate standing. Quantitative research methods commonly used in the study of the process and effects of mass communication and the application of the scientific method to such inquiry. (Sp)
- JMC 5153 Public Relations for Causes and Issues 3 Credit Hours**  
(Slashlisted with JMC 4153) Prerequisite: Graduate standing and departmental permission. Course takes a hands-on approach to causes and issues in public relations. Examines research and theory-based approaches for communication strategies that target key stakeholders. Provides students with essential information on how to develop, implement, and evaluate a comprehensive communications campaign for different types of organizations such as nonprofits, advocacy groups, and philanthropic organizations. No student may earn credit for both 4153 and 5153. (F, Sp)
- JMC 5163 Public Relations for Consumer Culture 3 Credit Hours**  
(Slashlisted with JMC 4163) Prerequisite: Graduate standing and departmental permission. Comprehensive introduction to the major theories and empirical studies of consumer culture with emphasis upon the motivations and cultural aspects of consumption in America; substantive focus upon diverse topics such as fashion, celebrity influences, food, tourism, physical attractiveness, children, and race/ethnicity. No student may earn credit for both 4163 and 5163. (F, Sp)
- JMC 5173 Public Relations for Public vs Private Organizations 3 Credit Hours**  
(Slashlisted with JMC 4173) Prerequisite: Graduate standing and departmental permission. Students will examine how identity influences the ways in which organizations represent themselves to the various constituencies, and how identity is influenced by interactions with the groups. The course also examines the distinct challenges, considerations, and communication strategies in shaping and safeguarding the reputation of entities operating in the public and private sectors. No student may earn credit for both 4173 and 5173. (F, Sp)
- JMC 5183 Advanced Multimedia Journalism 3 Credit Hours**  
Prerequisite: graduate standing and permission of instructor. Advanced instruction in multimedia journalism, with a focus on producing news and information content using text, photography, audio and video for a web-based product. No student may earn credit for 4183 and 5183. (F, Sp)
- JMC 5193 Principles of Media Entrepreneurship 3 Credit Hours**  
(Slashlisted with JMC 4193) Prerequisite: JMC 1013 & 2033 and graduate standing. An in-depth examination of media entrepreneurship and distribution in the digital age. Students will learn how to create their own company, design a business plan, create budgets, and find financial backers and sponsors. Current approaches to marketing and distributing media products of various forms to the media industry will also be explored. No student may receive credit for both 4193 and 5193. (F, Sp, Su)
- JMC 5223 Digital Advertising 3 Credit Hours**  
(Slashlisted with JMC 4223) Prerequisite: graduate standing in Journalism. Recognizing the growing importance of newly emerging forms of advertising/promotions using non-traditional or alternative media, this course is designed to explore a new view of advertising in the current marketing/media environments. Along with learning the traditional advertising theories, students will understand how to effectively measure the use of interactive advertising media. No student may earn credit for both 4223 and 5223. (Irreg.)
- JMC 5233 Advertising Portfolio 3 Credit Hours**  
(Slashlisted with JMC 4233) Prerequisite: Graduate standing in Journalism. This course includes revision of existing pieces to professional standards, and the execution of new work to complete the professional portfolio. Demonstrating mastery of design, craft, organization, and presentation is the goal of this portfolio course. Topics covered relate to the business of art direction, graphic design, copy writing, business correspondence, interviewing and self-promotional skills, and job-promotional skills. No student may earn credit for both 4233 and 5233. (F, Sp)
- JMC 5243 Strategic Fashion Communication 3 Credit Hours**  
(Slashlisted with JMC 4243) Prerequisite: graduate standing in Journalism. Offers both a critical and practical exploration of the fashion communication business covering the complete cycle of the fashion industry from the concept and production stages to marketing campaigns, product sales, and events planning. Focusing on the lifecycle of the fashion brand. No student may earn credit for both 4243 and 5243. (Irreg.)

**JMC 5273 Communicating Culture Tourism: Concepts and Theory 3 Credit Hours**

(Slashlisted with JMC 4273) Prerequisite: graduate standing and permission of instructor; corequisite JMC 5283. Through an immersion experience in an international location, students will analyze the cultural traditions and history of modern travel media. Studies include the major contexts and motives of tourism, as well as the foundations of contemporary forms of travel media. No student may earn credit for both 4273 and 5273. (Irreg.)

**JMC 5283 Communicating Culture Tourism Media: Travel Genres 3 Credit Hours**

(Slashlisted with JMC 4283) Prerequisite: graduate standing and permission from instructor; corequisite JMC 5273. Through an immersion experience in an international location, this course will teach students the elements of narrative storytelling for media, and give them opportunities to hone and develop their individual writing styles through applied assignments. Students will gain the strategic and applied skills for feature-style writing that will allow them to produce media that meet professional standards. No student may earn credit for both 4283 and 5283. (Irreg.)

**JMC 5293 Professional Seminar in Strategic Communication 3 Credit Hours**

Prerequisite: Graduate standing; MA in Journalism & Mass Communication/Strategic Communication and Digital Strategy majors only. Digital media bring new opportunities and challenges for strategic communicators that require new ways of thinking and responding. This course explores current, fast-changing industry topics and issues, including social and cultural issues, legal and regulatory issues, economic issues, and new technology issues, to help students understand and craft solutions to advance their organization's strategic needs. (F, Sp, Su)

**JMC 5303 International Advertising 3 Credit Hours**

(Slashlisted with 4303) Prerequisite: graduate standing. May be repeated with change of subject matter; maximum credit six hours. Designed to provide basic understanding of advertising and culture that applies to advertising in non-American locations. No student may earn credit for both 4303 and 5303. (Irreg.)

**JMC 5323 Advertising Account Planning 3 Credit Hours**

(Slashlisted with 4323) Prerequisite: 3303. Discussion and practice of the advertising agency function of representing the target audience. Emphasis on learning to think like a consumer. Incorporates creativity, market research, consumer behavior and critical thinking to help in understanding target audiences. No student may earn credit for both 4323 and 5323. (F)

**JMC 5333 Contemporary Problems in Advertising 3 Credit Hours**

(Slashlisted with 4333) Prerequisite: graduate standing and permission. Survey of contemporary problems in advertising; including current social and economic criticisms, legal and self-regulation problems, and agency and media-related problems. No student may earn credit for both 4333 and 5333. (F)

**JMC 5343 Digital Strategic Communication 3 Credit Hours**

Prerequisite: Graduate standing; MA in Journalism & Mass Communication/Strategic Communication and Digital Strategy majors only. These days, the shift of media environments occurs more rapidly than ever, which influences our daily lives and requires practitioners in advertising and public relations (PR) to follow the media dynamics. This course is designed to provide a basic understanding of digital media environments and to explore how the digital media is integrated into strategic communication. (F, Sp, Su)

**JMC 5353 Cinematography 3 Credit Hours**

(Slashlisted with JMC 4353) Prerequisite: Graduate standing, majors only, and permission of instructor. Understand and demonstrate the advanced skills of scriptwriting, preproduction, sound recording/mixing, single-camera digital video production and non-linear editing in the narrative storytelling process. No student may earn credit for both 4353 and 5353. (Sp)

**JMC 5363 Data Journalism 3 Credit Hours**

(Slashlisted with JMC 4363) Prerequisite: Graduate standing. Introduction to the basic concepts and skills necessary to use numerical, statistical, geographical, and survey data as a way of telling compelling fact-based stories. Stories may be used as news and strategic or narrative products. Data can be used in all Gaylord fields from journalism to professional writing. Class builds skills in finding, cleaning, analyzing, interpreting, and then using data. No student may earn credit for both 4363 and 5363. (F, Sp)

**JMC 5373 Media Psychology 3 Credit Hours**

(Slashlisted with JMC 4373) Prerequisite: Graduate standing. Focus on cognitive and emotional processing of media. Topics cover: how do media impact our thoughts, feelings and behaviors, how and when we change our attitudes, what the media teach us about the world, how we pay attention to television, print media, and the Internet, how we respond emotionally, and how we decide what is real. Psychological theories reviewed. No student may earn credit for both 4373 and 5373. (F, Sp)

**JMC 5383 Media Management 3 Credit Hours**

Prerequisite: Graduate standing. The aim of this course is to provide you with an overview of the principles underlying management and how those fit into the media management environment of the 21st century. This will be done by developing your knowledge of relevant literature, research, and theory, as well as methods of inquiry in the field of media management and economics. (F, Sp)

**JMC 5391 Grant Writing 1 Credit Hour**

Prerequisite: Graduate Standing. Learn to develop grant writing and project development skills, which are highly applicable in academic and non-academic environments. Be able to identify funding opportunities, to conceptualize a grant proposal in response to RFA, and develop standard proposal components, including project synopsis, project description, logic model, approach and budget. (F, Sp)

**JMC 5413 Crisis Communication 3 Credit Hours**

Prerequisite: graduate standing and instructor permission. Examine strategic communication practices throughout the three stages of a crisis event. Special emphasis is placed on crisis planning, media relationships, image restoration, ethical responses, and organizational learning. No student may earn credit for both 4413 and 5413. (F, Sp)

**JMC 5433 Sports Public Relations 3 Credit Hours**

(Slashlisted with 4433) Prerequisite: graduate standing. A study of public relations as it is practiced in the sports industry featuring guest and video presenters representing various sports publicity, promotion and public relations positions. Includes representatives of newspaper, television, and radio sports departments. No student may earn credit for both 4433 and 5433. (Irreg.)



- JMC 5443 Public Relations Management 3 Credit Hours**  
(Slashlisted with JMC 4443) Prerequisite: Graduate standing and departmental permission. This course will introduce you to the field of public relations and give you an overview of the historical development and current status of public relations. You will understand the study of public relations as the strategic behavioral management function that applies communication and organizational theory to the research, planning, implementation, and evaluation of the communication programs of organizations. No student may earn credit for both 4443 and 5443. (Irreg.)
- JMC 5453 Public Relations Research 3 Credit Hours**  
(Slashlisted with 4453) Prerequisite: graduate standing and permission. To build skills in the use of various public relations research methodologies available for exploratory, evaluation and management assessment of programs. No student may earn credit for both 4453 and 5453. (Sp)
- JMC 5463 Conceptualization 3 Credit Hours**  
Prerequisite: Graduate Standing. Discuss the meaning, value, and logic of social inquiry from a range of perspectives. Scholarly research is built from careful and comprehensive thinking, theorizing, conceptualizing, and operationalizing. While there is no universally best way to do research, you should leave the course with a clear understanding of how to design research that makes a contribution to theoretical knowledge. (F, Sp)
- JMC 5473 Social Media Marketing 3 Credit Hours**  
(Slashlisted with JMC 4473) Prerequisite: graduate standing. Social Media Marketing explores the most effective marketing strategies and tactics used by brands to engage with consumers on each social media platform. You'll study best practices in social media marketing and apply them to the eight-step social media-planning model to construct an extensive real world social media marketing plan for a client. No student may receive credit for both 4473 and 5473. (F, Sp, Su)
- JMC 5483 Global and International Public Relations 3 Credit Hours**  
(Slashlisted with JMC 4483) Prerequisite: graduate standing. Investigate current issues in global public relations practice. Students will examine how political, socio-economic, cultural, and historical particularities, together with pop culture, influence modern public relations practice. Students will also learn what role the social media plays in shaping global public relations strategies, as well as what role globalization plays in shaping strategic communication messages on international markets. No student may receive credit for both 4483 and 5483. (F, Sp, Su).
- JMC 5493 Social Media Strategies 3 Credit Hours**  
(Slashlisted with JMC 4493) Prerequisite: Graduate standing or JMC 1013, JMC 2033 & JMC 3413. Student will understand the mass communication industry by discussion and using assignment to focus on social media post writing, publishing, management and measurement. Students will complete a social media audit, social media calendar social media monitoring and evaluation plan, target public personas, as well as social media platform certifications. No student may earn credit for both 4493 and 5493. (F, Sp)
- JMC 5503 Graduate Tutorial in Writing 3 Credit Hours**  
Prerequisite: graduate standing and permission. May be repeated once; maximum credit six hours. Individual conferences devoted entirely to preparation, criticism, editing and preparation for marketing of the student's original manuscript, both fiction and non-fiction. (F, Sp)
- JMC 5513 Media Management & Transformation 3 Credit Hours**  
Prerequisite: Graduate standing. The aim of this course is to provide you with an overview of the principles underlying management and how those fit into the media management environment of the 21st century. This will be done by developing your knowledge of relevant literature, research and theory, as well as methods of inquiry in the field of media management and economics. (F, Sp)
- JMC 5514 Writing the Novel-Graduate 4 Credit Hours**  
Prerequisite: graduate standing and permission. May be repeated; maximum credit eight hours. Analysis of the concepts, principles and practical creative problems involved in writing novels. Instruction in specific approaches and techniques useful in plotting, characterization, setting, scene, etc. Supervised writing of a novel by each student. (F, Sp)
- JMC 5523 Theories of Public Relations 3 Credit Hours**  
(Slashlisted with JMC 4523) Prerequisite: Graduate standing or permission of instructor. Students will have a unique opportunity to meet and network with some of the leading public relations academic and practitioner experts and to learn more about the public relations and strategic communications field. No student may earn credit for both 4523 and 5523. (F, Sp)
- JMC 5524 Writing the Short Story 4 Credit Hours**  
(Slashlisted with JMC 4524) Prerequisite: JMC 1013, JMC 2033, JMC 3504 and permission of instructor or department. Techniques and theory of fiction writing and plots, with emphasis on current American short stories. No student may earn credit for both 4524 and 5524. (F, Sp)
- JMC 5533 Mystery Writing 3 Credit Hours**  
(Slashlisted with JMC 4533) Prerequisite: JMC 3504 or graduate standing and permission. A survey and discussion of the various popular forms that are used in the creation of commercial crime stories in fiction and film. This look at the most popular forms of crime writing and their rationales has the intention of allowing students to develop their own crime writing projects to better fit the prevailing markets. No student may earn credit for both 4533 and 5533. (F, Sp)
- JMC 5543 Sci-Fi & Fantasy Writing 3 Credit Hours**  
(Slashlisted with JMC 4543) Prerequisite: JMC 3504 and graduate standing. Although most people lump science fiction and fantasy stories together, these two genres are worlds apart. This course will help you expand your understanding of the two areas by focusing on world building, tech, and magic as well as potential societal differences. Sci-Fi & Fantasy Writing allows participants to dig more deeply into genres they wish to explore. No student may earn credit for both 4543 and 5543. (F, Sp)
- JMC 5563 Category Fiction 3 Credit Hours**  
(Slashlisted with 4563) Prerequisite: graduate standing and permission. May be repeated once with change of content; maximum credit six hours. In-depth study of current popular fiction genres and techniques used by category authors. Discussion of books in terms of fiction devices and application of such techniques to student's own work. No student may earn credit for both 4563 and 5563. (F)
- JMC 5573 Theories of Professional Writing 3 Credit Hours**  
(Slashlisted with JMC 4573) Prerequisite: JMC 3504 and graduate standing. Study of significant theories of the writing process, the motivation to write, and intended effects of writing. Students will address aesthetics, philosophy and values relating to careers in writing. No student may earn credit for both 4573 and 5573. (F, Sp)

- JMC 5593 Young Adult Fiction Writing 3 Credit Hours**  
(Slashlisted with JMC 4593) Prerequisite: JMC 3504 or graduate standing and permission. Young adult fiction is a thriving sector of the book industry. This class deconstructs the state of the young adult market and uses current award winners and bestsellers as models of aspects of story such as characterization, world-building, plotting and voice. Students learn how to position their work in a booming market and discover how writing young adult fiction is similar to and different from writing for adults. No student may earn credit for both 4593 and 5593. (F, Sp)
- JMC 5594 Writing the Commercial Nonfiction Book 4 Credit Hours**  
Prerequisite: graduate standing and permission. May be repeated; maximum credit eight hours. Techniques, structure and elements of writing commercial nonfiction. Each student will work on an original book project and create a submittable book proposal with a list of suitable markets. No student may earn credit for both 4594 and 5594. (F)
- JMC 5623 Multi-Camera Production 3 Credit Hours**  
(Slashlisted with JMC 4623) Prerequisite: Graduate standing, majors only, and permission of instructor. Understand and demonstrate the skills of scriptwriting, preproduction, sound recording/mixing, multi-camera video production and non-linear editing in the storytelling process. No student may earn credit for both 4623 and 5623. (F)
- JMC 5633 Advanced Single-Camera Production 3 Credit Hours**  
(Slashlisted with JMC 4633) Prerequisite: Graduate standing, majors only, and permission of instructor. Understand and demonstrate the advanced skills of scriptwriting, sound recording/mixing, single-camera digital video production and non-linear editing in the storytelling process. No student may earn credit for both 4633 and 5633. (F, Sp)
- JMC 5643 Advanced Audio Production 3 Credit Hours**  
(Slashlisted with JMC 4643) Prerequisite: graduate standing and permission of instructor. Advanced study of the technology, capabilities and utilization of audio media. Units on advanced audio techniques for radio, television and film. Intensive practice and skill development in audio production techniques. No student may earn credit for both 4643 and 5643. (Irreg.)
- JMC 5653 Prac: Research Proposal & Design 3 Credit Hours**  
Prerequisite: Graduate Standing. Focusing on research design should help you learn how to transform everyday questions about media and communication processes into testable research questions and substantiative research designs. (F, Sp)
- JMC 5673 Advanced Broadcast News 3 Credit Hours**  
(Slashlisted with 4673) Prerequisite: graduate standing and permission. Study of current requirements for and practice of public affairs programming, including news. Evolution of broadcast documentary form; writing, filming, editing techniques; budgeting and scheduling; actual preparation of public affairs programs of various types with emphasis on the extended-length news documentary. No student may earn credit for both 4673 and 5673. Laboratory (Sp)
- JMC 5683 Multimedia Content Management 3 Credit Hours**  
(Slashlisted with 4683) Prerequisite: graduate standing and permission of instructor. Examines working with media content in a variety of formats such as text, audio, video, photography and graphics, for online media. Instruction and practice in editing designing, presenting, and managing news and information content for online media. No student may earn credit for both 4683 and 5683. (F, Sp)
- JMC 5693 Podcasting 3 Credit Hours**  
(Slashlisted with JMC 4693) Prerequisite: Graduate standing and departmental permission. Podcasting is a newer media form built on older media forms, made possible by digital technologies. It is transforming our media experience of who gets to tell stories, what stories are being told, and how we interact at large and small scales. Understanding media in the current era requires understanding podcasting. No student may earn credit for both 4693 and 5693. (F, Sp)
- JMC 5723 Horror Writing 3 Credit Hours**  
(Slashlisted with JMC 4723) Prerequisite: Graduate standing and departmental permission. Students are expected to gain proficiency with writing and understanding horror in prose, script, and voice acting/ acting through analysis of published articles, reviews, and blogs, in-class technique drills, individualized coaching from the professor, and writing original pieces of their own. Will learn how to submit their work in the horror field and get published pieces to put into their resumes. No student may earn credit for both 4723 and 5723. (F, Sp)
- JMC 5734 Writing the Screenplay 4 Credit Hours**  
Prerequisite: graduate standing and permission. May be repeated; maximum credit eight hours. Analysis of the form and structure of the narrative screenplay. Specific approaches and techniques useful in developing plotting, characterization, setting, scene, etc. Supervised writing of feature-length screenplay by each student. (Sp)
- JMC 5753 Documentary Research and Writing 3 Credit Hours**  
(Slashlisted with 4753) Prerequisite: graduate standing and permission of instructor. Covers the preparation of a documentary from both practical and critical/theoretical directions. Focuses on research, writing and submission of documentary proposals, and practical writing exercises. No student may earn credit for both 4753 and 5753. (F)
- JMC 5763 Documentary Production 3 Credit Hours**  
(Slashlisted with JMC 4763) Prerequisite: Graduate standing, majors only, and permission of instructor. Understand and demonstrate the advanced skills of research, preproduction, scriptwriting, sound recording/mixing, single-camera digital video production and non-linear editing in the documentary storytelling process. No student may earn credit for both 4763 and 5763. (Sp)
- JMC 5773 After Effects 3 Credit Hours**  
(Slashlisted with JMC 4773) Prerequisite: Graduate standing and permission of instructor. Practice and understanding of graphic design, motion graphics, compositing, color correction, VFX and puppet animations using After Effects. No student may earn credit for both 4773 and 5773. (F)
- JMC 5793 Broadcast Advertising Production 3 Credit Hours**  
(Slashlisted with 4793) Prerequisite: graduate standing and permission of instructor. Addresses all the major stages of creating broadcast advertising messages from research and development of scripts through production, post production and final presentation. Emphasis will be placed on working in teams to create commercial messages. No student may earn credit for both 4793 and 5793. (Irreg.)
- JMC 5800 Graduate Internship 1-3 Credit Hours**  
Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit six hours. Professional work experience in mass communication with associated readings, analysis, and critical research. (F, Sp, Su)

- JMC 5813 Ethics of Strategic Communication 3 Credit Hours**  
Prerequisite: Graduate standing; MA in Journalism & Mass Communication/Strategic Communication and Digital Strategy majors only. The course will cover ethics among a variety of topics through cases such as corporate social responsibility, digital ethics, and global ethics. Students will explore the real-world and industry application of the ethical frameworks and conducts. Students will be able to apply different philosophical approaches and critical thinking skills to analyze and navigate contemporary strategic communication challenges. (F, Sp, Su)
- JMC 5823 Cross-Cultural Communication 3 Credit Hours**  
Prerequisite: Graduate standing; MA in Journalism & Mass Communication/Strategic Communication and Digital Strategy majors only. This course strives to advance understanding and appreciation of the roles of culture in shaping society, our senses of reality, and media. The course uses research, analyses, and critical observations of media performances to focus on understanding media and culture, analyzing the power of mediated symbols to create public perceptions that misrepresent social/cultural groups, and developing cross-cultural awareness and sensitivity. (F, Sp, Su)
- JMC 5833 Journalism Ethics 3 Credit Hours**  
(Slashlisted with 4833) Prerequisite: graduate standing and permission. Press criticism; organizational performance; reportorial performance; print/broadcast distinctions. No student may earn credit for both 4833 and 5833.(F)
- JMC 5843 Sports Promotion 3 Credit Hours**  
(Slashlisted with JMC 4843) Prerequisite: Graduate standing. This course overviews the various types of sports industry positions that utilize strategic communication skills under the overarching umbrella of "sports promotion." The goal of this course is to help students fully understand the myriad of different ways public relations, advertising, sales and marketing techniques can be used in sports promotion. No student may earn credit for both 4843 and 5843. (F, Sp)
- JMC 5853 Race, Gender, Class and the Media 3 Credit Hours**  
(Slashlisted with JMC 4853) Prerequisite: Graduate standing and departmental permission. Survey of past and present relationships between women and racial and ethnic minorities in the U.S. and the media. Media portrayal, employment, ownership, and access will be studied. No student may earn credit for both 4853 and 5853. (F, Sp)
- JMC 5863 Marketing & Media Analytics 3 Credit Hours**  
Prerequisite: Graduate standing; MA in Journalism & Mass Communication/Strategic Communication and Digital Strategy majors only. This course will explore the many ways that data analysis informs strategic communication by using real-world examples of customer and media metrics, common analytic techniques, and key foundational concepts. Marketers need to know what data they should expect to see, what data they should ask for, and how to understand data to translate it into strategy and action. (F, Sp, Su)
- JMC 5873 Strategic Planning & Brand Strategy 3 Credit Hours**  
Prerequisite: Graduate standing; MA in Journalism & Mass Communication/Strategic Communication and Digital Strategy majors only. This course will prepare students to identify and manage how change impacts their organization and how to strategically adapt to change. In addition, this course will explore the role of brand management and the brand planning process as an integral part of an organization's strategic planning process and how it can impact corporate brand value. (F, Sp, Su)
- JMC 5880 Graduate Project 2-4 Credit Hours**  
2 to 4 hours. Prerequisite: graduate standing in journalism and mass communication. For students electing the project track (nonthesis track). Students will develop, under their project committee's direction, a creative or professional project, such as a novel, a film, an advertising or public relations campaign, or a management plan for a media-related organization. (F, Sp, Su)
- JMC 5883 Digital Behavior 3 Credit Hours**  
Prerequisite: Graduate standing; MA in Journalism & Mass Communication/Strategic Communication and Digital Strategy majors only. This course covers the methods to understand the audience through data analytics. Several psychology theories will be introduced to understand the digital audience's pattern. Students will develop more effective communication strategies to engage digital audiences. (F, Sp, Su)
- JMC 5893 Management & Leadership 3 Credit Hours**  
Prerequisite: Graduate standing; MA in Journalism & Mass Communication/Strategic Communication and Digital Strategy majors only. This course focuses on the management of organizations - how to build effective systems, motivate employees, and create innovative organizational cultures. Through scholarly and professional writings, students explore management roles and functions, leadership of people toward common goals, and processes of organizational development and change. (F, Sp, Su)
- JMC 5903 Production for Clients 3 Credit Hours**  
(Slashlisted with JMC 4903) Prerequisite: graduate standing and permission of instructor. Students work on actual client projects. The class simulates a production house operation. Working in teams, students are responsible for budgeting, working with clients, scripting, shooting, editing, and follow-through on the project. No student may earn credit for both 4903 and 5903. (F, Sp)
- JMC 5913 Narrative Production 3 Credit Hours**  
(Slashlisted with JMC 4913) Prerequisite: Graduate standing, majors only, and permission of instructor. Understand and demonstrate the advanced skills of scriptwriting, preproduction, sound recording/mixing, single-camera digital video production and non-linear editing in the narrative storytelling process. No student may earn credit for both 4913 and 5913. (F, Sp)
- JMC 5960 Directed Readings 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: graduate standing and permission of department. May be repeated; maximum credit twelve hours. Directed readings and/or literature reviews under the direction of a faculty member. (F, Sp, Su)
- JMC 5970 Seminar 1-3 Credit Hours**  
1 to 3 hours. May be repeated with change of subject matter; maximum credit 12 hours. Methods of research. Selection, evaluation and development of research problems. (Irreg.)
- JMC 5980 Research for Master's Thesis 2-9 Credit Hours**  
Variable enrollment, two to nine hours; maximum credit applicable toward degree, four hours. (F, Sp, Su)
- JMC 5990 Independent Study 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: graduate standing; permission of instructor. May be repeated with change of subject matter; maximum credit six hours. (F, Sp, Su)

**JMC 6091 Ph.D. Seminar 1 Credit Hour**

Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit six hours. Discussion and presentation of research by doctoral students, faculty and visiting scholars. Designed to enhance faculty-student interaction and collaboration on research, and to provide preliminary feedback toward development of dissertation proposals. (F, Sp)

**JMC 6153 Advanced Topics in Media Arts 3 Credit Hours**

Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit twelve hours. Advanced investigation and analysis of a problem relating to such subjects as a significant trend, practice, medium, idea, critical principle, or significant person in television, film, book, and other artistic or entertainment media. (Irreg.)

**JMC 6163 Advanced Topics in Journalism & Media Studies 3 Credit Hours**

Prerequisite: Graduate standing and departmental permission; May be repeated with change of content; maximum credit twelve hours. Advanced investigation and analysis of problems relating to such subjects as a significant trend, practice, medium, idea, critical principle, or significant person in journalism, news, and information fields. (Irreg.)

**JMC 6173 Advanced Topics in Strategic Communication 3 Credit Hours**

Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit twelve hours. Advanced investigation and analysis of a problem relating to such subjects as a significant trend, practice, medium, idea, critical principle, or significant person in advertising, public relations and strategic communication fields. (Irreg.)

**JMC 6183 Approaches to Teaching in Mass Communication 3 Credit Hours**

Prerequisite: graduate standing and permission. An overview of pedagogy related to teaching college classes, specifically in journalism and mass communication programs. Immediately helpful to graduate students with teaching assistantships, and ultimately helpful for all students interested in teaching careers. (F)

**JMC 6393 Advanced Grant Writing 3 Credit Hours**

Prerequisite: Graduate Standing. Learn to develop grant writing and project development skills, which are highly applicable in academic and non-academic environments. Be able to identify funding opportunities, to conceptualize a grant proposal in response to RFA, and develop standard proposal components, including project synopsis, project description, logic model, approach and budget. (F, Sp)

**JMC 6463 Advanced Conceptualization 3 Credit Hours**

Prerequisite: Graduate Standing. Discuss the meaning, value, and logic of social inquiry from a range of perspectives. Scholarly research is built from careful and comprehensive thinking, theorizing, conceptualizing, and operationalizing. While there is no universally best way to do research, you should leave the course with a clear understanding of how to design research that makes a contribution to theoretical knowledge. (F, Sp)

**JMC 6653 Prac: Advanced Research Proposal and Design 3 Credit Hours**

Prerequisite: Graduate Standing. Focusing on research design should help you learn how to transform everyday questions about media and communication processes into testable research questions and substantiative research designs. (F, Sp)

**JMC 6960 Directed Readings 1-3 Credit Hours**

1 to 3 hours. Prerequisite: graduate standing or permission of instructor. May be repeated; maximum credit six hours. Directed readings and/or literature review under the direction of a faculty member. (Irreg.)

**JMC 6970 Special Topics/Seminar 1-3 Credit Hours**

1 to 3 hours. Prerequisite: graduate standing or permission of instructor. May be repeated; maximum credit 12 hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or research and field projects. (Irreg.)

**JMC 6980 Research for Doctoral Dissertation 2-12 Credit Hours**

2 to 12 hours. Prerequisite: Graduate standing and permission of instructor; may be repeated. Directed research culminating in the completion of the doctoral dissertation. (F, Sp, Su)

**JMC 6990 Independent Study 1-4 Credit Hours**

Prerequisite: Graduate standing and permission. May be repeated with change of content; maximum credit eight hours. An individual course of intensive study with the area and problem to be determined by the student and the instructor responsible for supervising the study. (F, Sp, Su)

## Faculty

Last Name	First/Middle Name	Middle init.	OU Service start	Title(s), date(s) appointed	Degrees Earned, Schools, Dates Completed
Beliveau	Ralph	J	2004	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2023; ADJUNCT ASSOCIATE PROFESSOR OF FILM AND MEDIA STUDIES, 2018; BROADCAST AND ELECTRONIC MEDIA AREA HEAD, 2014; GAYLORD FAMILY PROFESSORSHIP, 2018	PhD, Univ of Iowa, 2000; BS, Northwestern Univ, 1983
Bergersen	Kyle	W	2010	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2016; ADJUNCT ASSOCIATE PROFESSOR OF FILM AND MEDIA STUDIES, 2016	M Comm, Univ of Iowa, 1989; BS, Univ of Nebraska, 1986
Boettcher	Michael	J	2009	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2012; NICOLE AND EVAN H. KATZ ENDOWED PROFESSORSHIP OF JOURNALISM; 2023	
Carstarphen	Meta	G	2002	GAYLORD PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2016; PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2014	PhD, Texas Woman's Univ, 1993; MA, Texas Woman's Univ, 1988; BS, Temple Univ, 1974



Claxton	Ray	A	2018	ASSISTANT PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2018	MFA, Vermont College of Fine Arts, 2016; BFA, Oklahoma State University, 1999	COMMUNICATION, 2016; GAYLORD FAMILY CHAIR, 2016
Craig	David	A	1996	PRESIDENT'S ASSOCIATES PRESIDENTIAL PROFESSOR, 2010; PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2010; GAYLORD FAMILY CHAIR, 2018	PhD, Univ of Missouri, 1997; MA, Wheaton College, 1993; BS, Northwestern Univ, 1982	MFA, Stanford Univ, 2018; BA, Smith College, 2012.
Croom	William	A	2017	ASSISTANT PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2017	MA, Pepperdine Univ, 2015; BA, Univ of Oklahoma, 2009	PhD, Stanford Univ, 1995; MA, Stanford Univ, 1993; MA, Univ of South Carolina, 1982; BA, Rutgers Univ, 1977
Evans	Mary Anna	S	2015	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2015	MFA, Rutgers Univ, 2015; MS, Univ of Mississippi, 1984; BS, Murray State Univ, 1983	MA, Univ of Oklahoma, 2022; BA, Oklahoma City University, 2010
Fisher	Nate		2022	ASSISTANT PROFESSOR, 2022	MA, Univ of Oklahoma, 2015; BBA, Univ of Oklahoma, 2003; BA, Univ of Oklahoma, 2001	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2023
Hodgson	Scott	R	2006	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2008; GAYLORD FAMILY PROFESSOR , 2016	MS, Southern Illinois Univ, 1992; BS, Ithaca College, 1983	PhD, Univ of Missouri, 2007; MA, Univ of Minnesota, 2003; BS, Black Hills State Univ, 1998
Holmes	Carla		2021	Professor of Practice and Associate Director of Online Graduate Programs	MA, Washington Univ in St. Louis, 1991, BJ Univ of Missouri, 1983	Instructor of Professional Writing
Johnson	Kathleen	L	2009	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2009; MCMAHON CENTENNIAL PROFESSOR OF NEWS COMMUNICATION, 2009	MBA, Full Sail Univ, 2009; BS, Oral Roberts Univ, 1987	MPW, Univ of Oklahoma, 2019; BA East Central University, 1980
Kerr	Robert	L	2002	EDITH KINNEY GAYLORD PRESIDENTIAL PROFESSOR, 2008; PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2012; GAYLORD FAMILY PROFESSOR, 2013; JOURNALISM AREA HEAD, 2021	PhD, Univ of North Carolina, 2002; MA, Univ of Oklahoma, 1999; BA, Univ of Southern Arkansas, 1975	ASSISTANT PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2018
Kim	Jeong-Nam		2016	PROFESSOR OF JOURNALISM AND MASS		Instructor of Professional Writing
Kokdil	Erin	S	2023	Assistant Professor of Journalism and Mass Communication, 2023		BA, Univ of Central Oklahoma, 2000
Leshner	Glenn	M	2015	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2015; EDWARD L. AND THELMA GAYLORD CHAIR, 2015		MA, Northern Illinois Univ, 1974; BA, Wartburg College, 1967
McCoy	Armand		2022	Instructor of Journalism and Mass Communication, 2022		ASSOCIATE DEAN. 2021; ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2013; GAYLORD FAMILY PROFESSOR, JOURNALISM AREA HEAD, 2015
Moore	Jensen		2016	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2023		Instructor, 2024
Odom	Mel		2007	Instructor of Professional Writing		MSA, Integrated Marketing Communication Northwestern University, 1990; BA University of Oklahoma, 1989
Patten	Thomas	H	2018	ASSISTANT PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2018		
Patterson	Rachel		2023	Instructor of Professional Writing		
Schmeltzer	John	C	2009	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2009; ENGLEMAN/ LIVERMORE PROFESSOR OF COMMUNITY JOURNALISM, 2009		
Steyn	Elizabeth	F	2007	ASSOCIATE DEAN. 2021; ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2013; GAYLORD FAMILY PROFESSOR, JOURNALISM AREA HEAD, 2015		
Thompson	Carl	W	2024	Instructor, 2024		

Thurston	Colleen	Elizabeth	2022	Assistant Professor, 2021	BA Media Arts & Anthropology, Univ of Arizona, 2008; MFA Science & Natural History Filmmaking, Montana State Univ, 2015
Tsetsura	Ekaterina	Y	2004	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2010; GAYLORD FAMILY PROFESSOR, 2016	PhD, Purdue Univ, 2004; MS, Fort Hays State, 2000; MA, Voronezh State, 1997
Wilderman	Melanie	G	2013	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2013	EdD, Oklahoma State Univ, 2017; MA, Univ of Oklahoma, 2003; BA, Univ of Oklahoma, 2001
Williams	Traci		2022	Instructor of Creative Media Production	
Yoon	Doyle		2003	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2009; ASSOCIATE PROFESSOR DATA SCIENCE AND ANALYTICS, 2017; GRADUATE DIRECTOR, 2023	PhD, Univ of Missouri, 2003; MA, Univ of Missouri, 1999; BA, Sogang Univ, 1989
Yount	Deborah	R	2013	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2017; PAUL D. MASSAD CHAIR IN STRATEGIC COMMUNICATION, 2017; AREA HEAD, STRATEGIC COMMUNICATION, 2014; CO-AREA HEAD STRATEGIC COMMUNICATION, 2021	BA, Univ of Oklahoma, 1974
Zhang	Xiaochen	Angela	2019	ASSISTANT PROFESSOR OF JOURNALISM AND MASS COMMUNICATION	Ph.D., Univ of Florida, 2015; M.A., Mass Communication, 2012; B.A., Beijing Foreign Studies Univ, 2010