

# Journalism and Media Studies

In the College of Professional Studies and Fine Arts

**OFFICE: Professional Studies and Fine Arts 361**  
**TELEPHONE: 619-594-5450 / FAX: 619-594-6246**  
**E-MAIL: [jmsdesk@mail.sdsu.edu](mailto:jmsdesk@mail.sdsu.edu)**  
**<http://jms.sdsu.edu>**

The advertising, journalism, and public relations programs are accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

## Faculty

Emeritus: Borden, Broom, Brown, Buckalew, Davis, Dozier, Eadie, Hartung, Martin, Odendahl, Spevak, Wulfemeyer

Director: Sha

The Lionel Van Deerlin Professor of Communication and Public Policy: Eger

Professors: Mueller, Sha

Associate Professors: Arceneaux, Nee, Schmitz Weiss, Shen, Sweetser, Zhong

Assistant Professors: De Maio, Feng, Rodriguez, Santana

Lecturers: Barker, Cicalo, Goret, Kruming, McBride, Vargas-Viglotti

## Offered by the School

Master of Arts degree in communication with specialization in:  
Mass communication and media studies.

Major in journalism with the B.A. degree in liberal arts and sciences.

Emphasis in advertising.

Emphasis in media studies.

Emphasis in public relations.

Minor in digital and social media studies.

Certificate in international media.

## The Lionel Van Deerlin Professor of Communication and Public Policy

More than 40 major communications companies contributed to establish The Lionel Van Deerlin Professor of Communication and Public Policy. The professorship serves as the center for the study of public policy and issues affecting the communications/information field, about which Lionel Van Deerlin was vitally concerned during his 18 years in Congress. The current holder of the professorship is John M. Eger.

## General Information

The School of Journalism and Media Studies envisions a global society where citizens are engaged in their communities; where media professionals are ethical and committed to diversity and inclusivity, and embrace technology to serve the public good; and where people from all backgrounds think critically about the media. The school's curricula reflect these very important themes. Students are required to take a set of core classes in digital and social media, ethics and law, and research methods for professional communicators. They also complement their in-class work with internships and service-learning projects in the community. Programs within the school prepare students for careers in advertising, journalism, public relations, and other media industries, as well as for jobs in a technologically driven workforce landscape whose future media forms cannot be predicted. The School of Journalism and Media Studies also prepares students to enter careers as analysts, producers, and editors of media content in government and private industry, as well as for graduate education in a variety of disciplines.

## Impacted Programs

Programs in the School of Journalism and Media Studies are impacted. Students must enter the university under the designated major code for the selected program. To be admitted to the selected program, refer to the program description for specific impactation criteria.

## Journalism and Media Studies Assessment

All students majoring in advertising, journalism, media studies, and public relations must complete a degree learning outcomes assessment in their first semester of enrolling in Journalism and Media Studies courses and during their final semester prior to graduation. See the School of Journalism and Media Studies advising office for more information.

## Major Academic Plans (MAPs)

Visit <http://www.sdsu.edu/mymap> for the recommended courses needed to fulfill your major requirements. The MAPs website was created to help students navigate the course requirements for their majors and to identify which General Education courses will also fulfill a major preparation course requirement.

## Journalism Major

**With the B.A. Degree in Liberal Arts and Sciences**

**(Major Code: 06021) (SIMS Code: 664101)**

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements."

Journalism education emphasizes the training of writers, reporters, and editors for the mass media. It also seeks to prepare and guide students interested in pursuing careers in a wide range of informational and interpretive multimedia environments, including in digital and social media. The courses offered in the journalism major are designed to give students a working knowledge of the skills, concepts, values, and ethics needed to succeed as professional communicators. Courses focus on the basic elements of factual and analytical writing, editing, producing, designing, history, communication law and theory, and social responsibility of the mass media.

Career opportunities for journalism graduates are diverse, including book editing and publishing, freelance writing, industrial journalism, magazines, communication research, news agencies, newspapers, radio, television, teaching, and digital and social media.

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment). No more than 48 units in journalism and media studies courses can apply to the B.A. degree in Liberal Arts and Sciences. Lower division activity/production courses in newspaper, magazine, yearbook, or broadcasting may not be applied toward the B.A. in journalism.

Accreditation standards require that all advertising, journalism, media studies, and public relations majors at SDSU complete at least 72 units of coursework outside the major and meet the liberal arts and sciences general education requirements of SDSU. Students must follow their major requirements and complete 15 additional units within an Auxiliary Discipline (within one academic unit outside journalism and media studies).

**Impacted Program.** The journalism major is designated as an impacted program. To be admitted to the journalism major, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C (2.0) or better: Journalism and Media Studies 200, 210, 220; Economics 101. These courses cannot be taken for credit/no credit (Cr/NC);
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or better.

Applicants not meeting the above minimum requirements may petition for admission to the journalism major. See the School of Journalism and Media Studies advising office for further information.

**Preparation for the Major.** Journalism and Media Studies 200, 210, 220; Economics 101. Some of these courses may also be used to fulfill lower division general education requirements. (12 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C (2.0) or better in each class.

**Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

**Graduation Writing Assessment Requirement.** Students must have fulfilled the Writing Placement Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

**Major.** A minimum of 36 upper division units to include Journalism and Media Studies 300, 310W, 315, 420, 430, 489, 494, 550; six units selected from Journalism and Media Studies 445, 470, 490, 495, 529; and six units of upper division coursework in either journalism and media studies or learning design and technology.

**Auxiliary Discipline.** Students selecting the journalism major are required to complete 15 additional units, six units of which must be at the upper division level, within one academic unit outside journalism and media studies. Completion of a minor or a second major will satisfy the Auxiliary Discipline requirement.

### Emphasis in Advertising

(Major Code: 06041) (SIMS Code: 661108)

Students in the advertising emphasis learn to understand the basic principles and theories of advertising; write copy and design messages for distribution through multiple media channels; apply appropriate research methods to plan, monitor, and evaluate advertising; develop strategic thinking skills applied to targeting audiences; create and implement advertising campaigns that are responsible to both consumers' as well as corporate needs; critically analyze issues related to advertising; communicate effectively with diverse audiences; and practice ethical communication.

Advertising graduates are employed in advertising agencies and marketing departments in the areas of media ad sales, sales promotions, research, creative development, account services, sales management, and digital and social media.

To complete the advertising emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Accreditation standards require that all advertising, journalism, media studies, and public relations majors at SDSU complete at least 72 units of coursework outside the major and meet the liberal arts and sciences general education requirements of SDSU. Students must follow their major requirements and complete 15 additional units within an Auxiliary Discipline (within one academic unit outside journalism and media studies).

**Impacted Program.** The advertising emphasis is designated as an impacted program. To be admitted to the advertising emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C (2.0) or better: Journalism and Media Studies 200, 210, 220; Economics 101. These courses cannot be taken for credit/no credit (Cr/NC);
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or better.

Applicants not meeting the above minimum requirements may petition for admission to the advertising emphasis. See the School of Journalism and Media Studies advising office for further information.

**Preparation for the Major.** Journalism and Media Studies 200, 210, 220; Economics 101. Some of these courses may also be used to fulfill lower division general education requirements. (12 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C (2.0) or better in each class.

**Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

**Graduation Writing Assessment Requirement.** Students must have fulfilled the Writing Placement Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

**Major.** A minimum of 36 upper division units to include Journalism and Media Studies 310W, 460, 462, 494, 560, 562, 565; three units selected from Journalism and Media Studies 300, 440, 480; and 12 units of upper division coursework in journalism and media studies (three units may be selected from learning design and technology).

**Auxiliary Discipline.** Students selecting the advertising emphasis are required to complete 15 additional units, six units of which must be at the upper division level, within one academic unit outside journalism and media studies. Completion of a minor or a second major will satisfy the Auxiliary Discipline requirement.

### Emphasis in Media Studies

(Major Code: 15060) (SIMS Code: 661110)

The emphasis in media studies prepares students for the ever-changing, globalized world of the 21st century and the many new opportunities that communication technology makes possible. Classes emphasize both conceptual and practical knowledge and explore the wide range of phenomena that constitute media in the 21st century. Specific courses focus on digital media analytics, social media leadership, media innovation, and fundamentals of multi-media development. Students have the flexibility to focus on particular areas of interest.

The emphasis in media studies also prepares students for a range of careers, including media analyst, social media community leader, entrepreneur, and online content manager. Given the rapidly changing nature of technology, media studies graduates will also invent new career paths for themselves as media industries evolve.

To complete the media studies emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Accreditation standards require that all advertising, journalism, media studies, and public relations majors at SDSU complete at least 72 units of coursework outside the major and meet the liberal arts and sciences general education requirements of SDSU. Students must follow their major requirements and complete 15 additional units within an Auxiliary Discipline (within one academic unit outside journalism and media studies).

**Impacted Program.** The media studies emphasis is an impacted program. To be admitted to the media studies emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C (2.0) or better: Journalism and Media Studies 200, 210, 220; Economics 101. These courses cannot be taken for credit/no credit (Cr/NC);
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or better.

Applicants not meeting the above minimum requirements may petition for admission to the media studies emphasis. See the School of Journalism and Media Studies advising office for further information.

**Preparation for the Major.** Journalism and Media Studies 200, 210, 220; Economics 101. Some of these courses may also be used to fulfill lower division general education requirements. (12 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum grade point average of 3.0 and a grade of C (2.0) or better in each class.

**Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

**Graduation Writing Assessment Requirement.** Passing the Writing Placement Assessment with a score of 10 or completion of an approved upper division writing course with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

**Major.** A minimum of 33 upper division units to include Journalism and Media Studies 315, 408, 472, 489, 492, 494; three units selected from Journalism and Media Studies 418, 428, Learning Design and Technology 410, 432; 12 units of upper division coursework open to media studies students in either journalism and media studies or learning design and technology.

**Auxiliary Discipline.** Students selecting the media studies emphasis are required to complete 15 additional units, six units of which must be at the upper division level, within one academic unit outside journalism and media studies. Completion of a minor or a second major will satisfy the Auxiliary Discipline requirement.

### Emphasis in Public Relations

(Major Code: 05992) (SIMS Code: 661109)

Public relations students learn the theories and skills necessary to help them execute each stage of the strategic planning process. Specifically, students learn mass communication and public relations theories and principles; research methods; journalistic writing; public relations techniques and tactics; and strategic planning. A selective internship program also gives students the opportunity to try out their skills in the workplace, under the supervision of faculty and on-the-job mentors.

Public relations graduates work as media relations specialists and strategic planners in public relations departments and firms, as internal and external communication specialists in corporations, as public information specialists in government agencies and the military, and in fundraising and membership development for not-for-profit organizations.

To complete the public relations emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Accreditation standards require that all advertising, journalism, media studies, and public relations majors at SDSU complete at least 72 units of coursework outside the major and meet the liberal arts and sciences general education requirements of SDSU. Students must follow their major requirements and complete 15 additional units within an Auxiliary Discipline (within one academic unit outside journalism and media studies).

**Impacted Program.** The public relations emphasis is designated as an impacted program. To be admitted to the public relations emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C (2.0) or better: Journalism and Media Studies 200, 210, 220; Economics 101. These courses cannot be taken for credit/no credit (Cr/NC);
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or better.

Applicants not meeting the above minimum requirements may petition for admission to the public relations emphasis. See the School of Journalism and Media Studies advising office for further information.

**Preparation for the Major.** Journalism and Media Studies 200, 210, 220; Economics 101. Some of these courses may also be used to fulfill lower division general education requirements. (12 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C (2.0) or better in each class.

**Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

**Graduation Writing Assessment Requirement.** Students must have fulfilled the Writing Placement Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

**Major.** A minimum of 36 upper division units to include Journalism and Media Studies 310W, 480, 481, 489, 494, 581, 585; three units selected from Journalism and Media Studies 300, 440, 460; and 12 units of upper division coursework in either journalism and media studies or learning design and technology.

**Auxiliary Discipline.** Students selecting the public relations emphasis are required to complete 15 additional units, six units of which must be at the upper division level, within one academic unit outside journalism and media studies. Completion of a minor or a second major will satisfy the Auxiliary Discipline requirement.

### Digital and Social Media Studies Minor

(Minor Code: 15060) (SIMS Code: 661117)

The minor in digital and social media studies consists of 18 units to include Journalism and Media Studies 200, 210, 494, and nine units selected from Journalism and Media Studies 300, 375, 408, 440, 460, 462, 480, 489. Admission to the minor requires a minimum cumulative GPA of 2.0 and completion of Journalism and Media Studies 200 and 210 with grades of C (2.0) or better in each course.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

### International Media Certificate

(SIMS Code: 661131)

The basic certificate in international media offers a theoretical grounding in media and in a specific, applied media field, as well as enhancing foundational knowledge with courses on global aspects of media use, media technologies, and media industries. Students take a course in contemporary media or in social media in the digital age, then augment foundational coursework with a course in advertising, journalism, media studies, or public relations. Students also apply theoretical knowledge to specific, global media contexts.

The certificate program is open to students enrolled at San Diego State University or in the College of Extended Studies, excluding major and minor students in the School of Journalism and Media Studies.

Students will enhance major area studies with an understanding of international media. International students studying advertising, journalism, media, or public relations at their home universities augment their knowledge with international aspects of media. The certificate is appropriate for Open University students in international media as a career-enhancement option or as an academic foundation. For more information, contact Dr. Bey-Ling Sha, [bsha@mail.sdsu.edu](mailto:bsha@mail.sdsu.edu).

The certificate requires 12 units to include Journalism and Media Studies 200 or 210; three units selected from Journalism and Media Studies 300, 408, 460 or 480; and six units selected from Journalism and Media Studies 375, 450, 475, 506, 574, 591, Television, Film and New Media 363.

All courses in the certificate program must be completed with a grade point average of 2.0.

## Courses (JMS)

Refer to Courses and Curricula and University Policies sections of this catalog for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

### LOWER DIVISION COURSES

#### JMS 200. Introduction to Contemporary Media (3) [GE]

Mass media and emerging forms of niche media in the global community. Theories, structures, functions, practices, problems, interrelationships, economics, critical analyses, history, and ethics.

#### JMS 210. Social Media in the Digital Age (3) [GE]

Two lectures and one hour of discussion.  
Social networking, virtual worlds, and digital media literacy. Creating and communicating arguments and consuming information via digital, social, and mobile technologies in a global environment.

#### JMS 220. Writing for the Mass Media (3)

Two lectures and two hours of activity.  
Prerequisites: Sophomore standing; ability to type; premajor in advertising, journalism, media studies, public relations. **Proof of completion of prerequisites required:** Copy of transcript.  
Introduction to writing techniques for mass media. Laboratory practice in informational and persuasive writing, evaluation, and judgment. In some semesters, specially designated sections require bilingual fluency in English and Spanish, to be determined by a stamp of Spanish/English biliteracy on high school transcript, or a score of 5 on AP Spanish test, or passing the SDSU Spanish Language Proficiency Test. See footnotes in *Class Schedule*.

#### JMS 296. Experimental Topics (1-4)

Selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

### UPPER DIVISION COURSES (Intended for Undergraduates)

#### JMS 300. Principles of Journalism (3)

Prerequisite: Upper division standing.  
Theory and practice of journalism, survey of history, ethics, law, international news systems, and social responsibility of the press. Operations of newspapers, news magazines, radio and television news departments, and other news agencies. Impact of new media and technology on journalism, economics, and management of news organizations.

#### JMS 309. Workshop (1-3) Cr/NC

Prerequisite: Consent of instructor.  
Practical experience in an area of study within the School of Journalism and Media Studies. Maximum credit three units.

#### JMS 310W. Media Writing and Reporting (3)

Two lectures and two hours of activity.  
Prerequisites: Journalism and Media Studies 220 with a grade of C (2.0) or better. Satisfies Graduation Writing Assessment Requirement for students who have completed 60 units; completed Writing Placement Assessment with a score of 8 or higher (or earned a grade of C (2.0) or better in Rhetoric and Writing Studies 280, 281 [or Linguistics 281] if score on WPA was 6 or lower); and completed General Education requirements in Composition and Critical Thinking. **Proof of completion of prerequisites required:** Copy of transcript. Admission to majors in advertising, journalism, and public relations.

Writing for advertising, journalism, and public relations products in various media platforms. Gathering information, interviewing, conducting observations, and using online database. Laboratory and field work.

#### JMS 312W. Media Writing for Scientists (3)

Two lectures and two hours of activity.  
Prerequisites: Journalism and Media Studies 200 or 210. Satisfies Graduation Writing Assessment Requirement for students who have completed 60 units; completed Writing Placement Assessment with a score of 8 or better (or earned a grade of C (2.0) or better in Rhetoric and Writing Studies 280, 281 [or Linguistics 281] if score on WPA was 6 or lower); and completed General Education requirements in Composition and Critical Thinking. **Proof of completion of prerequisites required:** Test scores or verification of exemption; copy of transcript.

Writing science research for general audiences. Finding news angles, gathering information, and interviewing scientists. Writing with accessibility, accuracy, and creativity across digital, mass, niche, and social media platforms.

#### JMS 315. Digital Media Principles and Design (3)

Prerequisites: Upper division standing and admission to a major in the School of Journalism and Media Studies.  
Preparing and editing content for multimedia, web, and mobile platforms in journalism and other media professions. Digital media layout and design; usability, accessibility, segmentation, and scanability.

#### JMS 375. Media Technology in the Global Environment (3)

Prerequisites: Upper division standing and Journalism and Media Studies 210 with grade of C (2.0) or better.  
Technology's crucial role in shaping the knowledge economy and communication policies affecting life and work in the global age. Digital communication, media convergence, media regulation, and economic development.

#### JMS 408. Principles of Media Studies (3)

Prerequisite: Upper division standing.  
Media theories, models, and research exploring media effects, and audience uses of media.

#### JMS 409. Women and Media (3)

Prerequisites: Upper division standing. Admission to a major in the School of Journalism and Media Studies. **Proof of completion of prerequisites required:** Copy of transcript.  
Role of women in media, including messages about women and employment status of women.

#### JMS 410. Media and Sexuality (3)

Prerequisite: Admission to a major in the School of Journalism and Media Studies. **Proof of completion of prerequisite required:** Copy of transcript.  
Sexuality and sex-related issues in mass mediated news, entertainment, and advertising content. Sexuality in media and its effects on interpersonal relations, sexual identity, sexual politics, social discourse, and public policy. Portrayals of conventional sexuality and of sexual minorities.

#### JMS 412. Media Industries and Their Audiences (3)

Prerequisite: Upper division standing.  
Methods used by media industries to determine size and demographics of audience. Theories and models that explain audience behavior. Individual and group-action effects on media institutions and content.

#### JMS 416. Media and Sports (3)

Prerequisites: Upper division standing and Journalism and Media Studies 200 or 210.  
Relationships among media industries, professional sports and social issues to include gender, national identity, race, and sexuality. Impact of digital and social media on fans, management, and players. Influence of media coverage upon evolution of sports.

#### JMS 418. Social Media Community Leadership (3)

Two lectures and one hour of discussion.  
Prerequisites: Journalism and Media Studies 210 with grade of C (2.0) or better. Admission to a major in the School of Journalism and Media Studies.  
Leadership in an online community environment. Developing effective strategies to cultivate and moderate communities of practice using digital technologies and social media platforms. Principles of social media engagement and effectiveness as applied to online communities. Writing and creating content to encourage participation and interaction.

**JMS 420. Public Affairs News Reporting (3)**

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W, and 315 with a grade of C (2.0) or better in each course. Admission to journalism major. **Proof of completion of prerequisite required:** Copy of transcript.

Field and laboratory practice in news gathering and writing, covering news beats including courts, local governments, and other news sources. Emphasis on accuracy, clarity, comprehensiveness and interpretation.

**JMS 425. Writing Opinion, Reviews, and Criticism (3)**

Prerequisites: Journalism and Media Studies 300, 310W with a grade of C (2.0) or better in each course. Admission to journalism major. **Proof of completion of prerequisites required:** Copy of transcript.

Principles and practices of writing editorials and opinion essays for media outlets (print, broadcast, and online) to include writing reviews of theatre, music, books, and film.

**JMS 428. Digital and Social Media Analytics (3)**

Prerequisites: Journalism and Media Studies 210, and 489 or 560 with a grade of C (2.0) or better in each course.

Measurement standards, principles, and outcomes of digital and social media. Digital data collection methods, data analysis metrics, data reporting, presentation tools. Using analytics to enhance organizational effectiveness.

**JMS 430. Digital Journalism (3)**

Prerequisites: Journalism and Media Studies 300, 310W, and 315 with a grade of C (2.0) or better in each course. Admission to journalism major. **Proof of completion of prerequisites required:** Copy of transcript.

Using digital and mobile platforms to publish news content and how to use such platforms for news reporting and gathering purposes. Data-driven journalism, online writing styles, web programming, social media strategies, and digital design principles.

**JMS 434. Writing for Spanish-Language and Latino Media (3)**

Two lectures and two hours of activity.

Prerequisites: Journalism and Media Studies 220 with a grade of C (2.0) or better. Admission to a major in the School of Journalism and Media Studies. For other majors, consent of instructor is required. Students must be able to read, speak, and write in English and Spanish. See instructor to determine appropriate level of required fluency.

Writing techniques for Spanish-language and Latino media in the United States and globally. Cultures, languages, and traditions of Spanish-language and Latino media used for advertising, journalism, public relations, and other professional media fields.

**JMS 440. Management of Media Organizations (3)**

Prerequisite: Upper division standing. **Proof of completion of prerequisite required:** Copy of transcript.

Revenue generation, marketing, distribution, production, personnel, social responsibilities, and current developments in media organizations. Planning, organizing, implementing organizational plans.

**JMS 441. Magazine and Feature Writing (3)**

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W with a grade of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Planning, gathering material, writing and marketing articles for specialized and general publications. Production of expository articles and marketing of at least one article.

**JMS 445. Television News Reporting and Producing (3)**

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W, and 315 with a grade of C (2.0) or better in each course. Admission to journalism major. **Proof of completion of prerequisites required:** Copy of transcript.

Electronic news, focusing on reporting and producing newscasts. Shooting, writing, editing, and presenting news. Roles and responsibilities in electronic newsrooms to include role of producer.

**JMS 450. Media and Culture (3)**

Prerequisites: Journalism and Media Studies 489 or 560 with a grade of C (2.0) or better. Admission to a major in the School of Journalism and Media Studies.

Cultural phenomena through media products to include films, television programs, print media. Appreciation of various cultures and practices through analysis of media products.

**JMS 452. Media and Identity (3)**

Prerequisites: Upper division standing and Journalism and Media Studies 200 or 210.

Disability, ethnicity, gender, race, sexual orientation, and other identity markers in various facets of mass and social media to include audience reception, employment, niche marketing, ownership/control, and production. Historical and contemporary issues of representation and identity formation and maintenance.

**JMS 454. Media and Brazil (3)**

Prerequisite: Upper division standing.

Media industries and professions in Brazil. Digital and social media impacts on Luso-Brazilian cultures and portrayals of those cultures in domestic and global media. Theories of media adoption, diffusion, effects, and systems. Taught in English.

**JMS 460. Principles of Advertising (3)**

Prerequisite: Upper division standing.

Advertising practices. Historical perspectives, changing role of advertising, shift from impression to engagement and from traditional to emerging media, evolving agency structure, audience targeting, creative strategy, regulation, social responsibility and ethics, globalization, and current trends and developments.

**JMS 462. Advertising Strategy and Social Media (3)**

Prerequisite: Upper division standing.

Developments and emerging trends in use of social media for company and brand promotion. Case studies. Strategic planning options for current and emerging social media environments. Segmentation and approaches for community engagement. Metrics and evaluation.

**JMS 470. Multimedia and Mobile Reporting (3)**

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 430 with a grade of C (2.0) or better. Admission to journalism major. **Proof of completion of prerequisites required:** Copy of transcript.

Principles and techniques of writing news for print, online, radio-television, and emerging media platforms. Field and laboratory experience.

**JMS 472. Media Technology and Society (3)**

Two lectures and one hour of discussion.

Prerequisites: Journalism and Media Studies 315, 408, and 489. Admission to media studies emphasis, Major Code: 15060. An approved upper division writing course with a grade of C (2.0) or better or passing the Writing Placement Assessment with a score of 10.

Relationship between technology and society, and factors that influence the innovation, development, commercialization, and diffusion of media technologies. Exploration of specific qualities of various media forms.

**JMS 475. Mediated Communication in Intercultural Contexts (3)**

Prerequisite: Admission to a major in the School of Journalism and Media Studies.

Role of culture in professional fields such as advertising, journalism, media studies, and public relations. Cultural values and practices as applied to various mediated communication products and contexts.

**JMS 480. Principles of Public Relations (3)**

Prerequisite: Upper division standing.

Concepts, history, theory, social responsibility, ethics, and management of public relations. Public relations strategic planning process. Survey of problems and practices in corporations, government and politics, health care, education, associations, and not-for-profit organizations.

### **JMS 481. Public Relations Media and Messaging (3)**

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 310W and 480 with a grade of C (2.0) or better in each course. Admission to public relations emphasis, Major Code: 05992. **Proof of completion of prerequisites required:** Copy of transcript.

Practical applications of public relations techniques with emphasis on writing, messaging, and selecting media channels. Production of materials for all forms of media. Special events, crisis management, and strategic planning. Field and laboratory practice.

### **JMS 489. Research Methods in Mediated Communication (3)**

Prerequisites: Upper division standing and Journalism and Media Studies 200 with grade of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript.

Understanding and critically analyzing media reports of public opinion polls and other scientific research. Sampling and inferences to populations. Basic design and measurement issues. Margin of error. Levels of measure.

### **JMS 490. Internship (1-3) Cr/NC**

Prerequisites: Journalism and Media Studies 420, 472, 481, or 562 with a grade of C (2.0) or better.

Supervised work at organizations engaged in media-related professional activities under combined direction of practitioners and professors. Maximum credit three units. Not open to students who have previously received three units of credit in Journalism and Media Studies 490A, 490B, 490C.

### **JMS 492. Creative Uses of Emerging Media (3)**

Prerequisites: Journalism and Media Studies 472 and either Journalism and Media Studies 418, 428, Learning Design and Technology 410, or 432 with grade of C (2.0) or better in each course.

**Proof of completion of prerequisites required:** Copy of transcript.

New and often unexpected convergence of media institutions, technology, and content. New economic and social alliances, entrepreneurial opportunities, uses, and effects. Capstone course for media studies majors. Completion of course with grade of C (2.0) or better required for majors.

### **JMS 494. Media Law and Ethics (3)**

Prerequisites: Upper division standing and Journalism and Media Studies 200 with grade of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript.

Importance of freedom of expression. Legal issues and responsibilities of print, broadcast, and online media, and applications to advertising, journalism, and public relations. Ethical dilemmas encountered by media professionals and communication specialists, including challenges posed by global technologies.

### **JMS 495. Advanced Topics in Media Writing and Skills (3)**

One lecture and four hours of activity.

Prerequisite: Journalism and Media Studies 310W with a grade of C (2.0) or better. **Proof of completion of prerequisite required:** Copy of transcript.

Specialized topics in media writing and skills. May be repeated with new content. Maximum credit six units.

### **JMS 496. Experimental Topics (1-3)**

Prerequisites: Upper division standing and consent of instructor.

Selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

### **JMS 499. Special Study (1-3)**

Prerequisites: Upper division standing and consent of instructor.

Individual study or project, normally in a research area selected by the student. Maximum credit three units.

## UPPER DIVISION COURSES (Also Acceptable for Advanced Degrees)

### **JMS 506. Advertising and Society (3)**

Prerequisite: Admission to a major in the School of Journalism and Media Studies. **Proof of completion of prerequisites required:** Copy of transcript.

Theoretical and philosophical analysis of advertising in modern society.

### **JMS 527. Advanced Topics in Journalism (3)**

Prerequisites: Journalism and Media Studies 300 with a grade of C (2.0) or better. Admission to journalism major.

Reading, investigation, and research in a specialized topic in journalism. May be repeated with new content. Maximum credit six units.

### **JMS 529. Data-Driven Investigative Journalism (3)**

One lecture and four hours of activity.

Prerequisite: Journalism and Media Studies 420 with a grade of C (2.0) or better. **Proof of completion of prerequisite required:** Copy of transcript.

History and role of investigative journalism in the U.S. Use of the Internet, public records, spreadsheets, and databases to develop stories in the public interest. Finding patterns and leads in electronic data. Field and laboratory experience.

### **JMS 547. Advanced Topics in Media Studies (3)**

Prerequisites: Journalism and Media Studies 408 with a grade of C (2.0) or better. Admission to media studies emphasis, Major Code: 15060.

Reading, investigation, and research in a specialized topic in media studies. May be repeated with new content. Maximum credit six units.

### **JMS 550. Multimedia News Laboratory (3)**

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 420, 430 with a grade of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Capstone course using skills and knowledge acquired in critical thinking, writing, reporting, editing, production, and design courses. Preparation of multimedia news content. Field and laboratory experience. Completion of course with grade of C (2.0) or better is required for majors.

### **JMS 560. Advertising Research (3)**

Prerequisites: Journalism and Media Studies 310W, 460, 462 with a grade of C (2.0) or better in each course. Admission to advertising emphasis, Major Code: 06041. **Proof of completion of prerequisites required:** Copy of transcript.

Planning, evaluation, analysis of qualitative and quantitative research across traditional, digital, and social platforms. Ethics, sampling, experimentation, data analysis, segmentation, brand mapping, advertising testing and optimization, social media metrics.

### **JMS 562. Advertising Creative (3)**

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 310W, 460, 462 with a grade of C (2.0) or better in each course. Admission to advertising emphasis, Major Code: 06041. **Proof of completion of prerequisites required:** Copy of transcript.

Advertising, applying consumer insights, developing creative strategies, drafting creative briefs. Writing and design of advertising for traditional, digital, social, emerging media platforms. Multimedia laboratory experience. (Formerly numbered Journalism and Media Studies 461.)

### **JMS 565. Advertising Campaigns (3)**

Prerequisites: Journalism and Media Studies 560, 562 with a grade of C (2.0) or better in each course.

Branding campaigns using traditional, digital, and social media. Strategy for owned, earned, and paid media. Consumer analysis, community definition. Creative development. Media strategy and tactics. Campaign measurement. Completion of course with grade of C (2.0) or better is required for majors.

### **JMS 566. Advertising Strategy and Digital Analytics Platforms (3)**

Prerequisites: Journalism and Media Studies 460 or 480, and Journalism and Media Studies 560 or 581.

Strategy creation, implementation, and evaluation using digital analytics platforms. Digital analytics administration, monitoring, analysis, and reporting. Application of digital analytics to consumer advertising optimization.

### **JMS 567. Advanced Topics in Advertising (3)**

Prerequisites: Journalism and Media Studies 460 with a grade of C (2.0) or better. Admission to advertising emphasis, Major Code: 06041.

Reading, investigation, and research in a specialized topic in advertising. May be repeated with new content. Maximum credit six units.

### **JMS 574. International Advertising (3)**

Prerequisite: Admission to a major in the School of Journalism and Media Studies.

Comparative cultural, economic, legal, political, and social conditions relevant to international advertising.

**JMS 581. Applied Research in Public Relations (3)**

Two lectures and two hours of activity.

Prerequisites: Journalism and Media Studies 310W and 480 with a grade of C (2.0) or better in each course. Admission to public relations emphasis, Major Code: 05992. **Proof of completion of prerequisites required:** Copy of transcript.

Qualitative and quantitative methods used in research to plan, track, evaluate public relations and communication practices. Computerized statistical analysis.

**JMS 582. Seminar in Media and Politics (3)**

Prerequisites: Upper division or graduate standing and Journalism and Media Studies 489 or 560 or credit or concurrent registration in Journalism and Media Studies 600B.

Mass media on domestic, global politics, elections. Theories, concepts, history of media and politics. Impact of digital and social media on political process.

**JMS 585. Professional Practices in Public Relations (3)**

Prerequisites: Journalism and Media Studies 481 and 581 with a grade of C (2.0) or better in each course.

Cases in public relations management. Theory and practice of issues management. Integration of public relations function in strategic management of corporate, governmental, nonprofit, social, and cultural organizations. Completion of course with grade of C (2.0) or better is required for majors.

**JMS 587. Advanced Topics in Public Relations (3)**

Prerequisites: Journalism and Media Studies 480 with a grade of C (2.0) or better. Admission to public relations emphasis, Major Code: 05992.

Reading, investigation, and research in a specialized topic in public relations. May be repeated with new content. Maximum credit six units.

**JMS 590. Seminar in Crisis Communication in PR Management (3)**

Prerequisite: Upper division or graduate standing.

Theory, research, practice of crisis communication in public relations; development of crisis management plans; critical examination of classic/contemporary crisis management cases, both domestic and international.

**JMS 591. Global Technology: Creativity and Innovation in the Digital Age (3)**

Prerequisite: Admission to a major in the School of Journalism and Media Studies. **Proof of completion of prerequisite required:** Copy of transcript.

Economic, social, and political shifts in the global economy as a result of digital communication. Emergence of new national and international media policies to stimulate creativity and innovation as central factors in development.

**JMS 595. Seminar in Theoretical Approaches to Public Relations (3)**

Prerequisite: Journalism and Media Studies 585 with grade of C (2.0) or better, or graduate standing.

Diverse theoretical approaches to public relations, including management, rhetorical, critical, relational and marketing approaches. Preparation for independent scholarly research project or master's thesis.

**JMS 596. Selected Topics (1-3)**

Prerequisite: Senior standing or above.

Specialized study in selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit of six units of 596 applicable to a bachelor's degree. Credit for 596 and 696 applicable to a master's degree with approval of the graduate adviser.

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**GRADUATE COURSES**  
**Refer to the *Graduate Bulletin*.**

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