

# JOURNALISM AND MEDIA MANAGEMENT

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<http://com.miami.edu/programs>

Dept. Code: JMM

## Introduction

The Department of Journalism and Media Management offers majors in Broadcast Journalism, Electronic Media, Journalism and Media Management and minors in Broadcast Journalism, Electronic Media, Hispanic Media, Journalism and Media Management.

The Department of Journalism and Media Management emphasizes hands-on learning and critical thinking within a multicultural, international context. Our students consistently win regional and national awards, and obtain prestigious internships and long-term positions in a competitive media marketplace. Additionally, they are meeting the challenges of the evolving media industry through entrepreneurial leadership. Our graduates also gain admission to excellent graduate programs and professional schools in a variety of fields.

Four majors and five minors are offered in the Department of Journalism and Media Management. The department's programs attract students interested in working in these specific fields, but also provide strong writing, creative, and analytical skills to students who pursue careers in other fields, such as law and business.

The School of Communication's Electronic Media and Broadcast Journalism majors are designed for students who intend to pursue professional work in electronic news, production operations and allied fields.

Students majoring or minoring in these subjects study all aspects of television, radio, cable, broadband, digital and mobile operations. All Broadcast Journalism and Electronic Media students are encouraged to become involved in UMTV (the campus cable television channel available to the community, the UM campus and over the web) and the student-run radio station, WVUM-FM, serving South Florida.

The School's Media Management major is designed for students interested in the business and management aspects of contemporary media. Students may pursue interests in entrepreneurship, sales, management, technology and research, among other topics. Students are encouraged to network with industry professionals at Media Management Association meetings and expand their knowledge of media business operations on various platforms through local and national internships.

The School's major in Journalism prepares students to be writers, editors and designers for a variety of media from mainstream and alternative newspapers and magazines to online media and entrepreneurial ventures. We emphasize effective storytelling through writing, audio and video recording, photography, graphics and data visualization. Reporting skills, analytical thinking and journalistic ethics are stressed throughout the program. Students are encouraged to work for *The Miami Hurricane*, the student-run newspaper, *Distraction* magazine and the *Ibis* yearbook, all of which are nationally award-winning publications. The robust South Florida media market also provides off-campus opportunities at various professional publications and websites.

Students majoring in Journalism may concentrate their studies in one of several tracks or areas or they may customize their course of study. The suggested tracks include: Reporting and Writing (which is the general journalism or custom track); Media and Journalism Studies (a more conceptual and less applied track for students interested in media analysis); Visual and Documentary Journalism (which allows for the study of photography, web design and videography or documentaries); and Sports, Travel and Lifestyle Features (which focuses on these as related areas of content). These tracks allow students the flexibility to design programmatic concentrations in everything from writing to web design to documentary and visual storytelling.

The School's facilities include a state-of-the-art radio studio, two high-definition television studios, digital post-production suites and related capabilities.

## Major Cognate Area

- Broadcast Journalism:
  - People and Society
- Electronic Media:
  - People and Society
- Journalism:
  - People and Society
- Media Management:
  - People and Society

## Minor Cognate Area

- Broadcast Journalism Minor:
  - People and Society
- Electronic Media Minor:
  - People and Society
- Hispanic Media Minor:

- People and Society
- Journalism Minor:
  - People and Society
- Media Management Minor:
  - People and Society

Please note, students completing majors and minors within the same department may only satisfy one required cognate area of study.

## Degree Programs

The Bachelor of Science in Communication is offered in Broadcast Journalism, Electronic Media, Journalism, and Media Management

### Majors are offered in:

- Broadcast Journalism
- Electronic Media
- Journalism
- Media Management

Each candidate for the degree of Bachelor of Science in Communication will complete the School of Communication's requirements including courses in the School's General Education Required Areas of Study. All majors must also complete a separate minor or second major in either a second Program of Study within the School or in an academic program outside the School.

**NOTE: Departmental Majors, if you wish to double major in the Department of Journalism and Media Management, you must first obtain the written approval of the JMM Department Chair.**

## Admission to the Broadcast Journalism, Electronic Media, Journalism and Media Management Majors

Before admission as an Broadcast Journalism, Electronic Media, Journalism or Media Management major, a student must:

- Complete the five Core courses listed below, in residence at the University, all with grades of C or higher (C- is not acceptable).
- Students who have obtained the written approval of the Chair of Journalism and Media Management to use transfer credit hours to satisfy one or more requirements of that major may be required to complete additional courses in residence at the University before being admitted to that major.
- Upon completion of a student's first 45 University credit hours while enrolled in the School of Communication, all University credit hours earned toward the major will be used in computing a student's major cumulative grade point average; only those students with a cumulative average of 2.5 or higher will be admitted to a major.
- A student who has completed 45 credit hours while enrolled in the School of Communication, but who has not been admitted to one of the Communication majors, may be dismissed from the School. A student who has completed 60 University credit hours while enrolled in the School, but who has not been admitted to one of the Communication majors, will be dismissed from the School.

### Minors in Journalism and Media Management Department

The Department of Journalism and Media Management offers minors in:

- Broadcast Journalism
- Electronic Media
- Hispanic Media
- Journalism
- Media Management

#### **JMM 102. Understanding Media and Content in the Digital Age. 3 Credit Hours.**

This course examines how traditional and new media industries are economically structured and how various media content influences audiences and culture. Historical, technological, and regulatory issues related to the different media platforms will also be discussed from a comparative perspective.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

#### **JMM 106. Visual Design. 3 Credit Hours.**

This course is an introduction to the principles of design, typography, color theory, usability and interactivity as they apply to the layout and design of content for print and digital media.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 108. Writing for the Digital Age. 3 Credit Hours.**

This course provides students with an understanding of writing styles appropriate for communicating in the digital age, with particular emphasis on grammar, spelling, syntax and clarity. It provides a solid foundation for further practice and specialization in various types of multimedia communication.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 206. Special Topics in Journalism and Media Management I. 3 Credit Hours.**

This course subject matter varies according to announced special topics. See class schedule for details.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 208. Fundamentals of Newsgathering. 3 Credit Hours.**

Skill development in gathering facts and other material for, and in preparation of, news stories in a variety of genres across platforms. Focus on gathering information from multiple sources, analyzing and organizing information for dissemination, and presenting the most pertinent facts clearly and cohesively to multiple media outlets.

Prerequisites: JMM 111 or JMM 108.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 210. Writing About the Arts. 3 Credit Hours.**

The aim of JMM 210 is to help you develop skills in writing and reporting about entertainment and the arts.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 221. Introduction to Documentary Photography. 3 Credit Hours.**

Course is designed to develop skills in visual storytelling. Students will learn to produce images and recognize what makes good photographs in terms of content, composition, and technical quality.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 233. Television Performance. 3 Credit Hours.**

Introduction to communication concepts and skills involved in on-camera duties such as anchoring, interviewing and live reporting.

Pre-Requisite: JMM 208.

**Components:** STU.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 245. Introduction to Electronic Media Production. 3 Credit Hours.**

Introduction to the theory, process, and procedure of electronic media production. Lecture and laboratory are included.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 285. Applied Statistics for Journalism and Media Management. 3 Credit Hours.**

This course provides students an introduction to descriptive and bivariate inferential statistics to better understand and use media research and analysis. Computer applications are included.

Prerequisite: MTH 101 or ALEKS Score  $\geq 65$  or Math SAT  $\geq 650$  or Math ACT  $\geq 28$ .

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 300. Journalism Practicum. 1-3 Credit Hours.**

Prescribed study and supervised work with faculty and staff of the student news paper or related news media. Students receive first-hand knowledge and experience in a working news environment.

**Components:** PRA.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 301. Media Research and Analysis. 3 Credit Hours.**

Survey of qualitative and quantitative research methods used to collect and analyze data on media audiences. Course also covers metrics used by media industries. Practice in conducting small-scale audience measurement is included.

Pre-requisite: JMM 102.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 302. Electronic Media Law. 3 Credit Hours.**

Course provides analysis of laws and other forces that influence broadcasting, cable, and online media operations. Examines the application of the First Amendment to media operations with a focus on press law.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 303. Communication Law and Policy. 3 Credit Hours.**

A study of First Amendment law and theories concerning libel, privacy, copyright, advertising, corporate communications, reporter privilege, free-press/fair trial, pornography, access to government information, broadcasting and new communication technologies. Discussion of international perspectives on media regulation

Prerequisite: JMM 102.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**JMM 305. Legal Issues in Media Management. 3 Credit Hours.**

Examination of the legal environment affecting contemporary media businesses including broadcasting, advertising, public relations, web-based media, and print publications. Focus on U.S. law, with introduction of international and comparative perspectives.

Requisite: Sophomore Standing or Higher.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 306. Special Topics in Journalism and Media Management II. 3 Credit Hours.**

This course subject matter varies according to announced special topics. See class schedule for details.

Requisite: Sophomore Standing or Higher.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 307. Mobile Journalism. 3 Credit Hours.**

This course provides an introduction to the fundamental procedures in the production and development of mobile storytelling.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 309. Storytelling with Data. 3 Credit Hours.**

This course teaches how to extract meaning from data for more powerful reporting.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 313. Media Sales. 3 Credit Hours.**

Operation of sales departments within media outlets. Course includes the preparation and delivery of sales presentations as well as the use of audience reports.

Prerequisite: JMM 102.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 314. Media Programming. 3 Credit Hours.**

Course covers categories and sources for selecting program materials used in radio, television, cable television, and other program services.

Strategies employed in devising program schedules and understanding audience behaviors are also covered.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 317. Broadcast Journalism. 3 Credit Hours.**

Preparation of materials for presentation through the broadcast/cable media with emphasis on news writing for oral presentation by studio anchors and field reporters. Course examines issues facing the profession of broadcast journalism, radio, and TV reporting techniques and news program formats.

Prerequisite: JMM 108 and JMM 208 and JMM 245.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 319. History of Journalism. 3 Credit Hours.**

The development and impact of American journalism.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 331. Introduction to Infographics and Data Visualization. 3 Credit Hours.**

This course is an introduction to the visual display of information with a special focus on the encoding of data by means of graphs, charts, maps, and diagrams.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 341. Web Design. 3 Credit Hours.**

This course covers the basic aspects of interaction design and web development, focusing on production processes. It provides an overview of web design concepts including usability, accessibility, information architecture, basic animation, and graphic design; all discussed in the context of the web environment. This course further offers an introduction to fundamental and emerging web trends.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 345. Intermediate Electronic Media Production. 3 Credit Hours.**

Planning and execution of complex field, studio, and multimedia production in a variety of lengths and formats. High level skills in television control room situations and non-linear editing will be used to produce audio, video, and online content.

Prerequisite: JMM 245.

**Components:** STU.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 356. Podcast Storytelling. 3 Credit Hours.**

This course teaches students podcasting concepts and techniques to create podcasts on various topics.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 361. Advanced Documentary Photography. 3 Credit Hours.**

Advanced Documentary Photography is a class designed to improve the visual storytelling news gathering, and photographic technical skills introduced in the introductory course.

Prerequisite: JMM 221.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 381. Newspaper Editing and Layout. 3 Credit Hours.**

Introduction to electronic editing and development of skills in copy editing, headline writing, picture editing, and newspaper layout.

Pre-Requisite: JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 382. Publication Planning and Editing. 3 Credit Hours.**

Introduction to editing and design, with emphasis on the development of skills in editing copy and photos, writing headlines, news judgment, and designing print publications and websites.

Prerequisites: JMM 216 or JMM 208, JMM 106.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 401. Editorial Interpretation of Contemporary Events. 3 Credit Hours.**

Critical examination of fundamental issues in public life. Preparation of editorials and interpretive articles for mass media are included.

Prerequisites: JMM 216 or JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 402. Strategic Media Management. 3 Credit Hours.**

This course focuses on strategy analysis, formulation, implementation, and evaluation in managing media enterprises. Media cases are used to apply and discuss strategies.

Pre-requisite: JMM 102.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 403. Media Industry Trends. 3 Credit Hours.**

This course examines the organizational and economic issues that influence today's mass media environment.

Junior standing.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 404. Latinos and the Media. 3 Credit Hours.**

This course examines the history, politics, production and reception of Latino-oriented media. It considers Latino media production processes, as well as Latina/o audiences' immigration, incorporation and media reception patterns. The course takes advantage of Miami as a vibrant immigration media production site through field trips and independent research projects.

Requisite: Sophomore Standing or Higher.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 405. Children and the Media. 3 Credit Hours.**

Children and the media evaluates effects of mass media on children. Through critically analyzing children's media, students will gain knowledge of cognitive, social, emotional, and behavioral effects on children. The class covers topics such as violence, advertising, stereotypes, health problems, learning, and consumerism.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 406. Special Topics in Journalism and Media Management III. 3 Credit Hours.**

This course subject matter varies according to announced special topics. See class schedule for details.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 407. Media Entrepreneurship. 3 Credit Hours.**

Students generate comprehensive business plans for a proposed media enterprise. Organizational, financial, and marketing aspects of starting a media business are discussed.

Requisite: Senior Standing.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 408. International Electronic Media Systems. 3 Credit Hours.**

Seminar on world broadcasting systems and trans-national communication services. Discussion of contemporary issues involving electronic media systems worldwide.

Requisite: Junior Status or Permission of Instructor.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 409. Advanced Feature Design. 3 Credit Hours.**

Advanced newspaper, magazine, and electronic design. Students will develop the skills necessary to produce strong visual packages combining type, photography, artwork, and white space. The course will cover advanced design and traditional reproduction techniques for art and copywriting as well as on-line presentations.

Prerequisite: JMM 106. Or STC 202. Or STC 203.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 414. Evolution and Impact of Television Content: The American Sitcom. 3 Credit Hours.**

The seminar will examine how social, economic and political factors impacted the development and evolution of the content of sitcoms, as well as the impact such content had on American society.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 417. Advanced Broadcast Journalism. 3 Credit Hours.**

This capstone course concentrates on gathering and preparing news stories for presentation in news programs. Includes field reporting, editing, preparation of visual and aural TV elements, writing, producing and performing for on-air presentation. Lecture and laboratory are included.

Prerequisites: JMM 245, JMM 317.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 419. Interactive Storytelling. 3 Credit Hours.**

This course explores how storytelling is reinventing itself utilizing the new digital communication tools available. It will cover linear and non-linear storytelling techniques and production processes.

Prerequisites: JMM 106 and JMM 245 and JMM 341. Requisite: Junior Standing.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 422. Programming for Interactivity. 3 Credit Hours.**

This course is a multimedia class that will teach the fundamental programming skills required to create compelling online multimedia stories.

Programming taught in this class caters specifically for non-programmers who want to learn how to present their work online in an interactive manner.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 427. Television Newscast. 3 Credit Hours.**

Studio anchoring, newscast producing, and field reporting for news and public affairs programming.

Prerequisite: JMM 417.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 429. Advanced Infographics and Data Visualization. 3 Credit Hours.**

This course is a seminar designed to introduce interactive data visualization concepts in a web environment. Students will be introduced to code libraries which assist in this task, best practices for interactivity and data visualization. The course will also briefly cover working with data (i.e., how to find sources, cleaning and preparing data for visualizations, etc.).

Prerequisite: JMM 331 and JMM 422.

**Components:** LAB.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 433. Social Media. 3 Credit Hours.**

Examination of best practices for use of social media for gathering, disseminating, and promoting information.

Pre-Requisite: JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 434. Media Distribution for Film and Television. 3 Credit Hours.**

This course covers the various aspects of the distribution process for films and television programs through conventional and emerging channels.  
Requisite: Junior Status or Permission of Instructor.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 435. Media Technology. 3 Credit Hours.**

This course examines the deployment, use, and impact of communication technologies in various media contexts from an economic, regulatory, and social perspective.

Junior standing.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 436. Video Journalism. 3 Credit Hours.**

An advanced visual journalism course to develop skills in video pre-production, production, and post-production with special emphasis on documentary approaches for on-line media.

Prerequisites: JMM 209 or JMM 245 and JMM 106 and JMM 221.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 437. The Business of Modern Journalism. 3 Credit Hours.**

Provides an examination of the evolving business models for legacy news organizations as well as discussion of entrepreneurial opportunities for news content in new media and digital platforms.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 438. Travel Journalism. 3 Credit Hours.**

This course is designed to teach travel journalism, which includes travel storytelling through writing, photography and videography.

Prerequisite: JMM 245.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 439. Infographics and Data Visualization Studio. 3 Credit Hours.**

A studio course in which the student will design a large visualization project that meets the standards of quality for professional publication. The student will be required to learn new technologies and to apply tools learned in a previous class.

Prerequisite: JMM 331 and JMM 429 or JMM 550 or JMM 309.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 442. Online Journalism. 3 Credit Hours.**

A study of the issues, skills and practices related to the online presentation of news and information in a convergent media environment.

Prerequisite: JMM 108.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 443. Covering the Arts. 3 Credit Hours.**

The aim of this course is to help you develop skills in writing and reporting about entertainment and the arts, from covering business and government news related to the arts, to telling the stories of people leaving a mark in the art world, to reviewing and critiquing works. You will report stories, write reviews and maintain a blog in the discipline of your choice.

Prerequisites: JMM 216 or JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.



**JMM 444. Public Affairs Reporting. 3 Credit Hours.**

Emphasis on reporting, writing and analysis about institutions, issues and actions of local government, and their effects on society.

Prerequisites: JMM 216 or JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 445. Advanced Electronic Media Production. 3 Credit Hours.**

The integration of the producer's role and the structure of program design as they relate to day-to-day production operations. Lecture and laboratory are included.

Prerequisite: JMM 345.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 446. Travel Writing. 3 Credit Hours.**

A study of the major types and styles of travel news and features stories for newspapers, magazines, newsletters, and websites.

Prerequisites: JMM 216 or JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 447. In-depth Journalism and Media Convergence. 3 Credit Hours.**

A capstone experience that requires students to use effectively their full range of journalistic knowledge, newsgathering, and writing skills to prepare news and information for different media platforms.

Prerequisites: JMM 216 or JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 448. Sports and the Media. 3 Credit Hours.**

This course examines the relationship between sports and the media, including stakeholders and the financial component of sports and media, sports production and content, and sports media audience. The course provides an understanding of the social and economic relationships between sports and media and the effects those relationships have on sports consumers.

Requisite: Sophomore Standing or Higher.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 452. Hate, The Media, and Free Speech. 3 Credit Hours.**

Intolerance in, of, and by the Media explores topics such as media's portrayal of political correctness, cancel culture, race, and gender. Using a critical thinking approach, students then evaluate how these portrayals may create a world of intolerance. Students then develop strategies to change mass media's discourse from "tolerance/intolerance" to the use of more inclusive language of listening, understanding and accepting.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 459. Web and Media Analytics. 3 Credit Hours.**

This course covers the computations, interpretations, and applications of metrics used to measure media audiences across electronic, print, and online platforms.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 461. Seminar in News Ethics and Problems. 3 Credit Hours.**

Ethical, practical, and professional problems of news communicators in society.

Requisite: Junior Status or Permission of Instructor.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 463. Applied Data Analytics for Journalism and Media Management. 3 Credit Hours.**

This course introduces students to the procedures used for extracting, processing, and analyzing datasets on web and social media sites.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 495. Internship in Journalism and Media Management. 1-3 Credit Hours.**

Prescribed study and supervised work with professionals in Journalism and Media Management.

Requisite: Sophomore Status, cumulative GPA of 2.5, and Permission of Instructor.

**Components:** THI.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**JMM 499. Projects and Directed Research. 1-3 Credit Hours.**

Individual study. No more than three credits may be counted toward a Communication major or minor.

**Components:** IND.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**JMM 510. Latin American Journalism and Media Systems. 3 Credit Hours.**

This course examines journalism and society in the countries of Latin America and the Spanish Caribbean. We are especially concerned with how journalism intersects with democracy, sustainable living, social justice and rights.

Requisite: Sophomore Standing or Higher.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 511. Global Media. 3 Credit Hours.**

An analysis of issues and practices surrounding globalization, regionalization, and global/local as they relate to media industries, journalism, and communication.

Requisite: Sophomore Standing or Higher.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 513. Computer-Assisted Reporting. 3 Credit Hours.**

Use of computer applications for newsgathering with emphasis on the World Wide Web, commercial online services, and database tools.

Prerequisites: JMM 216 or JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 515. Reporting and the Internet. 3 Credit Hours.**

Overview of uses of online computer services for newsgathering and distribution with emphasis on the Internet.

Prerequisites: JMM 216 or JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 517. Television News Reporting. 3 Credit Hours.**

Gathering and preparation of news stories for presentation in news programs. Includes field reporting, editing, preparation of visual and aural elements, writing, producing and performing for on-air presentation.

Pre-Requisite: JMM 345 or JMM 445 and JMM 317.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 521. Seminar in Visual Storytelling. 3 Credit Hours.**

An advanced seminar class designed to enhance the knowledge and practice of the visual storytelling narrative. This seminar stresses the importance of converging media, still images, video, and sound. Particular emphasis will be placed upon the creation of a multimedia portfolio.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 523. Sports Reporting. 3 Credit Hours.**

A hands-on sports journalism course that will develop students' skills in sports reporting and sports writing. Discussions range across the entire field of sports reporting, including broadcasting, but the greatest emphasis is concentrated on sports reporting and writing for print, online, social media and media relations. Students will go off-campus to cover professional and college sporting events live on deadline, hear from guest speakers across the industry, and cover on-campus UM sports beats.

Prerequisites: JMM 216 or JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 527. Television News Producing. 3 Credit Hours.**

Studio anchoring, newscast producing and field reporting for news and public affairs programming. Live field reporting and field and studio interviewing techniques are covered.

Prerequisites: JMM 417 or JMM 517.

**Components:** STU.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 541. Advanced Audio Video Narratives. 3 Credit Hours.**

This course examines uses of audio and video to communicate journalism. Students learn to investigate, gather content, and produce documentary stories primarily for online distribution.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 544. Feature Writing. 3 Credit Hours.**

Analyzing and writing feature articles for magazines, newspapers, and other news media.

Prerequisite: JMM 108.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 547. Magazine Planning. 3 Credit Hours.**

This course is a magazine planning class where students will create a 32-page print/digital cross-platform niche publication from scratch. It will be based on a business model creating a design and content for a specific audience.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 550. 3D Design and Graphics. 3 Credit Hours.**

This course focuses on the use of 3D Design software for communication and how to integrate with other print and digital technologies.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 551. Advanced Programming. 3 Credit Hours.**

This course explores the role of the programmer as journalist. Students will perform the basic tasks of journalism from a programmatic perspective including: gathering, distilling and presenting information. Students will learn how to gather information from public databases and government websites. They will learn how to automate processes for filtering information and learn how to present this information in a visual and interactive news report. Students will also learn how to combine multiple sources of information, to personalize information for the end reader, and account for the relevant permutations of the data. Students will learn to build and query databases as well as mine and visually present the information using programming languages such as PHP and Python. Rapid development frameworks such as Django, Zendand, Symfony will also be covered in the class.

**Components:** LEC.

**Grading:** SUS.

**Typically Offered:** Summer.

**JMM 560. Team Multimedia Project. 1-3 Credit Hours.**

Students will work in a team to produce a documentary multimedia project in conjunction with one or more partner universities. Students will study the genre of documentary multimedia storytelling, research their assigned topic(s), content-gather, edit, wireframe, design and program the project and produce it on multiple platforms depending on the topic and intended audience. Students will use audio, photographic, video, infographic and text reporting tools in producing the project. They will also study methodologies for evaluating multimedia and beta test the site using established research methodologies.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Summer.

**JMM 592. Special Topics in Journalism and Media Management. 3 Credit Hours.**

This course subject matter varies according to announced special topic. See class schedule for details.

Requisite: Junior Or Senior Or Graduate Status.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 599. Advanced Projects and Directed Research. 1-6 Credit Hours.**

Individual study. Course may be repeated to a maximum of six credits.

**Components:** IND.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.