Strategic Communication

The School of Journalism and Communication offers a graduate program in strategic communication based at the George S. Turnbull Portland Center. The program, offered evenings and weekends, provides advanced conceptual and tactical skills for working professionals in industries such as public relations, advertising, marketing communication, and corporate communication.

- **Master of Arts**
- **Master of Science**

Graduate Studies

The strategic communication master's degree program is designed for working professionals in the Portland area. Classes meet evenings and weekends at the George S. Turnbull Portland Center, 70 NW Couch St.—the White Stag Block in downtown Portland. Students can complete the 48-credit program in two academic years (six terms) by taking as many as 9 course credits for each of six terms, plus at least 6 credits for a final project-portfolio course. Students may also choose to complete the program on a part-time basis and extend the total time to degree.

International Students

A firm mastery of English, including American mass-communication idiom, is necessary for success at the graduate level. International students who lack such mastery are required to attend courses at the American English Institute on campus before participating in the graduate program. Though these courses do not carry graduate credit, they qualify to meet students' visa requirements. The best time to enroll in the institute's courses is the summer session preceding the first term in the graduate program.

Admission Requirements

Admission to the graduate program is granted for fall term for media studies, multimedia journalism, and strategic communication; summer session for the Eugene-based professional master's degree in journalism. Application materials are the same for the master's and the doctoral programs. Applicants to the master's programs must have received a BS or BA or equivalent prior to the first term of enrollment; applicants to the doctoral program must have received an MA or MS or equivalent. To be considered for admission, an applicant must submit the following:

1. Official transcripts from all institutions where undergraduate and graduate work was completed. The minimum undergraduate GPA for admission is 3.00. In exceptional cases, an applicant with a lower GPA may be admitted conditionally
2. *Optional:* Official Graduate Record Examination (GRE) scores no more than five years old
3. A 750- to 1,000-word essay describing the applicant's academic and career goals
4. An up-to-date résumé
5. A portfolio, string book, clips, tapes, or other evidence of relevant professional work or evidence of scholarly writing and research. Doctoral applicants may include a copy of a master's thesis
6. Three letters of recommendation—preferably two from academic sources
7. International students must also submit documentation for
   a. Either a Test of English as a Foreign Language (TOEFL) score of 100 or better or an International English Language Testing System (IELTS) score of 7 or better
   b. A score on the Test of Spoken English (TSE). A minimum score is not required for the TSE

Application deadlines

- Doctoral program: January 1
- Media studies master's degree: February 1
- Journalism master's degree: Application review begins February 1
- Strategic communication master's degree (Portland): Application review begins February 1
- Multimedia journalism master's degree (Portland): Application review begins March 1
- Admission to the graduate program is granted for fall term (summer session for professional master's program students in the Eugene-based journalism ***only***; designate summer session as the start date on your application for admission)
- Strategic communications, multimedia journalism, and journalism: Application review begins soon after the dates above until all available spots in the program are filled

Advising

An advisor is appointed for each graduate student in the school by the director of graduate studies.

Course programs for graduate students are planned individually in consultation with advisors. Graduate students should meet with their advisors at least once a term.

Requirements for Graduation

A graduate student in the School of Journalism and Communication cannot elect the pass/no pass (P/N) option for a graduate course offered by the school unless that course is offered P/N only.

Master's Degree Program in Strategic Communication

Successful applicants for this program typically have significant professional experience as well as strong academic credentials. Candidates for this MA or MS degree must earn at least 48 credits with a cumulative GPA of 3.00 or better. Courses that do not carry graduate credit do not count toward the graduate credit minimum and are not included in the GPA.

Master of Arts Degree Requirements

Code	Title	Credits
Strategic Communication Core		
J 621	Foundations of Strategic Communication	4
J 623	Creativity in Strategic Communication	4
J 624	Strategic Communication: [Topic] (Project Management and Planning)	2
Course chosen in consultation with advisor		4
Business Core		
J 616	Introduction to Strategic Communication Marketing	4
J 618	Strategic Communication Management	4

J 626	Strategic Marketing Communication	4
Course chosen in consultation with advisor		2
Mass Communication Core		
J 595	Research Methods: [Topic] (Strategic Communication)	4
J 609	Terminal Project	6
J 611	Mass Communication and Society	4
Professional Specialization Elective Core		
J 624	Strategic Communication: [Topic] [1]	2
Elective chosen in consultation with advisor		4
Total Credits		48

[1] Topics vary by term. At least one workshop must be selected.

Master of Science Degree Requirements

Code	Title	Credits
Strategic Communication Core		
J 621	Foundations of Strategic Communication	4
J 623	Creativity in Strategic Communication	4
J 624	Strategic Communication: [Topic] (Project Management and Planning)	2
Course chosen in consultation with advisor		4
Business Core		
J 616	Introduction to Strategic Communication Marketing	4
J 618	Strategic Communication Management	4
J 626	Strategic Marketing Communication	4
Course chosen in consultation with advisor		2
Mass Communication Core		
J 595	Research Methods: [Topic] (Strategic Communication)	4
J 609	Terminal Project	6
J 611	Mass Communication and Society	4
Professional Specialization Elective Core		
J 624	Strategic Communication: [Topic] [1]	2
Elective chosen in consultation with advisor		4
Total Credits		48

[1] Topics vary by term. At least one workshop must be selected.

Students typically take six terms to complete the master's program.

See the School of Journalism and Communication website for more detailed and up-to-date information about application requirements, the curriculum, and final project options.

Courses

J 100. Media Professions. 2 Credits.
Introduction to dynamic media and communication professions, opportunities, and issues, as well as to majors in journalism and communication.

J 101. Grammar for Communicators. 2 Credits.
Intensive review of grammar, word use, spelling, and principles of clear, concise writing. Introduction to media style. Premajor status required.

J 196. Field Studies: [Topic]. 1-2 Credits.
Repeatable.

J 198. Colloquium: [Topic]. 1-2 Credits.
Repeatable.

J 199. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

J 201. Media and Society. 4 Credits.
Introduction to the critical examination of the roles of media in society.

J 208. Introduction to Documentary Production. 4 Credits.
Introduction to the theory and practice of documentary production. Focuses on aesthetics, technology, research, and writing fundamentals of documentary making, covering preproduction, production and postproduction. Cinema studies majors only.
Prereq: J 201, ENG 260; two from ENG 265, 266, 267.

J 209. Understanding Media. 4 Credits.
Enhances media literacy through examination of contemporary issues in media use and practice, the media as popular culture, and ways the media affect participation in public discourse. For nonmajors.

J 211. Gateway to Media. 8 Credits.
Integrates critical thinking, creative thinking, and basic skills for nonfiction storytelling through words, photos, audio, and video. Majors only.
Prereq: J 100, J 101, J 201.

J 212. Writing for Communicators. 4 Credits.
Course builds on what was learned Grammar for Communicators course (J 101) to help students develop the ability to write for a variety of professional platforms and to achieve the appropriate strategic purpose.
Prereq: J 100, J 101, J 201.

J 213. Fact or Fiction. 4 Credits.
This course helps students grapple with information in the digital age to evaluate how media professional develop notions of truth, ethics, and transparency. It covers information credibility, social media algorithms, and data and numerical literacy.
Prereq: J 100, J 101, J 201.

J 314. Introduction to Media Studies. 4 Credits.
Presents a historical overview of the study of media, with in-depth discussion of primary theoretical approaches and their application to the current media environment. Majors only.
Prereq: J 201 with a grade of mid-C or better.

J 315H. Honors Media Theory and Research. 4 Credits.
Foundation course for honors program. Introduction to seminal theories in communication; overview of methodologies used in the study of theories. Acceptance into School of Journalism and Communication honors program required for enrollment.

J 320. Gender, Media, and Diversity. 4 Credits.
Critical study of the media with regard to gender, race, ethnicity, and other social divisions. Ramification and possible mechanisms of change.
Prereq: J 201 with a grade of mid-C or better.

J 331. Digital Video Production. 4 Credits.
Introduction to techniques of single-camera field video production. Journalism and cinema studies majors only.
Prereq: J 205 and J 206 with a grade of mid-C or better or J 208 with a grade of mid-C or better.

J 333. Writing for Multimedia. 4 Credits.
Introduction to the process and practice of writing for multimedia, including print, audio-video, computer-assisted presentation, web-based applications, and striking the balance between word and image. Journalism majors or multimedia minor standing only.
Prereq: ARTD 250, 251, 252.

J 340. Principles of Advertising. 4 Credits.
Role of advertising in the distribution of goods and services; the advertising agency; the campaign; research and testing; the selection of media: print, electronic, outdoor advertising, direct mailing. Not for journalism: advertising majors.

J 342. The Creative Strategist. 4 Credits.
Creative approaches to ideation and strategic thinking for all advertising specialties. Emphasis on creative process, generative techniques, teamwork, career planning, industry trends. Journalism: advertising majors only.
Prereq: J 205, 206.

J 350. Principles of Public Relations. 4 Credits.
Overview of public relations practice in a diverse global society, including theory, career opportunities, history, communication forms and channels, and legal and ethical concerns.

J 352. Strategic Writing and Media Relations. 4 Credits.
Writing-intensive lab; students produce strategic, theory-based content for multiple media platforms using various journalistic styles and storytelling skills and incorporating ethical media-relations practices.
Prereq: J 205, J 206, J 350 with a grade of mid-C or better.

J 361. Reporting I. 4 Credits.
News gathering and writing. Extensive writing in class and outside of class in a variety of forms: news, features, interviews, multimedia scripts. Journalism majors only.
Prereq: J 205, 206 with a grade of mid-C or better.

J 365. Photojournalism. 4 Credits.
Visual reporting techniques, with emphasis on practice, law, and ethics of photojournalism and photographic communication. Laboratory and portfolio-intensive. Majors only.
Prereq: J 205, J 206 with a grade of mid-C or better.

J 371. Feature Writing I. 4 Credits.
Introduction to feature writing for print and online media; marketing your ideas and stories. Journalism majors only.
Prereq: J 361 with a grade of mid-C or better.

J 385. Communication Law. 4 Credits.
Legal aspects of the media: constitutional freedom of expression, news gathering, access to public records, libel, privacy, copyright, advertising, electronic media regulation, and antitrust.
Prereq: J 201 with a grade of mid-C or better.

J 387. Media History. 4 Credits.
The changing structure and character of the media in the United States.
Prereq: J 201 with a grade of mid-C or better.

J 396. International Communication. 4 Credits.
National and cultural differences in media and information systems, global news and information flows, implications of rapid technological change, and communication and information policies.
Prereq: J 201 with a grade of mid-C or better.

J 397. Media Ethics. 4 Credits.
Ethical problems in the media: privacy, violence, pornography, truth-telling, objectivity, media codes, public interest, media accountability.
Prereq: J 201 with a grade of mid-C or better.

J 399. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

J 400M. Temporary Multilisted Course. 1-5 Credits.
Repeatable.

J 401. Research: [Topic]. 1-9 Credits.
Repeatable.

J 403. Thesis. 1-9 Credits.
Repeatable.

J 404. Internship: [Topic]. 1-9 Credits.
Repeatable for maximum of 9 credits.

J 405. Reading and Conference: [Topic]. 1-9 Credits.
Repeatable.

J 406. Special Problems: [Topic]. 1-9 Credits.
Repeatable.

J 407. Seminar: [Topic]. 1-4 Credits.
Repeatable.

J 408. Workshop: [Topic]. 1-6 Credits.
Repeatable.

J 409. Practicum: [Topic]. 1-4 Credits.
Repeatable.

J 410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable.

J 411M. US Film Industry. 4 Credits.
Traces the past and present of the U.S. film industry. Multilisted with CINE 411M.
Prereq: J 201 with a grade of mid-C or better.

J 412. Issues in Communication Studies: [Topic]. 4 Credits.
Uses a variety of theories and methods to examine specific aspects of media content, processes, and audiences. Repeatable when topic changes. Majors only.
Prereq: J 201 with a grade of mid-C or better.

J 413. Communication Studies Capstone. 4 Credits.
Draws on skills and knowledge learned in other communications studies and related courses to demonstrate competence in broad areas of research.
Prereq: J 314 for 4 credits with grade of mid-C or better.

J 416. Survey of the Documentary. 4 Credits.
Historical and critical survey of the documentary as a form of artistic expression and an instrument of social commentary. Majors, cinema studies majors, and communication studies minors only.
Prereq: J 201 with grade of mid-C or better.

J 421. Documentary Production. 4 Credits.
Workshop in preparation, shooting, and postproduction of the short documentary. Journalism and cinema studies majors only.
Prereq: J 331 with a grade of mid-C or better.

J 424H. Honors Theory and Research: [Topic]. 4 Credits.
Uses a variety of theories and methods to closely examine and analyze contemporary problems and situations in media and communications. Acceptance into School of Journalism and Communication honors program required for enrollment. Repeatable once when topic changes for a maximum of 8 credits.

J 427M. Latino Roots I. 4 Credits.
Documents Latino history in the racial history of what is now Oregon since 1500 and teaches students to conduct oral history interviews. Multilisted with ANTH 427M/527M. Sequence with J 428M/528M. Offered alternate years.

J 428M. Latino Roots II. 4 Credits.
Continuation of Latino Roots I, designed for producing a short documentary using oral history as the story. Covers basic theory and practice of digital film-video documentary production. Multilisted with ANTH 428M/528M. Sequence with J 427M/527M. Offered alternate years.
Prereq: J 427M.

J 432. Reporting for Electronic Media. 4 Credits.
Training in gathering, production, and presentation of news for the electronic media. Journalism majors only.
Prereq: J 331, J 361 with a grade of mid-C or better.

J 434. Advanced Television News. 4 Credits.
News gathering and production for television. Students produce live programming for local cable systems. Journalism majors only.
Prereq: J 331, J 361, J 432 with a grade of mid-C or better.

J 436. Media Design: [Topic]. 4 Credits.
Focuses on issues and techniques in picture and graphic editing, typography, and work-picture composition and interaction for long-form visual storytelling across legacy- and emerging-media platforms. Repeatable twice for a maximum of 12 credits.
Prereq: J 361 with a mid-C or better.

J 443. Advertising Media Planning. 4 Credits.
Objectives and strategy for determining effective methods of reaching a designated target audience. Use of media measurement tools. Journalism: advertising majors only.
Prereq: J 207, 342 with a grade of mid-C or better.

J 444. Agency Account Management. 4 Credits.
The role of the account executive in the advertising agency examined through case studies. Journalism: advertising majors only.
Prereq: J 205, 206, 207, 342 with a grade of mid-C or better.

J 448. Advertising Campaigns. 4 Credits.
Seniors produce a comprehensive campaign involving every aspect of advertising, ranging from market research through creative and media strategy formulation to execution. Journalism: advertising majors only.
Prereq: three from J 443/543, 444/544, 457/557, 458/558, 459/559, 460/560 with a grade of mid-C or better.

J 449. Advanced Advertising Campaigns. 5 Credits.
Team experience of creating a professional-level advertising plan. Students participate in a national competition. Journalism: advertising majors only.

J 452. Strategic Public Relations Communication. 4 Credits.
Advanced writing lab emphasizing business communication, direct-to-consumer strategies and techniques, and effective use of web-based communication strategies. Journalism: public relations majors only.
Prereq: J 352 with a grade of mid-C or better.

J 453. Strategic Planning and Cases. 4 Credits.
Campaign planning, administration, crisis communication, and issues management, encompassing research, writing objectives and tactics, evaluation methods, and constructing budgets and timelines. Journalism: public relations majors only.
Prereq: J 352 with a grade of mid-C or better.

J 454. Public Relations Campaigns. 4 Credits.
Capstone course applying theory, skills, and a team-based approach to researching, planning, presenting, and implementing a campaign for a client. Professional portfolios presented and reviewed. Journalism: public relations majors only.
Prereq: J 452, J 453; J 494 with a grade of mid-C or better.

J 457. Curiosity for Strategists. 4 Credits.
Explores the building of intellectual curiosity as a problem-solving technique within the context of culture and media. Emphasis: critical thinking, readings, projects, performance. Journalism: advertising majors only.
Prereq: J 205, 206, 207, 342 with a grade of mid-C or better.

J 458. Writing Design Concepts. 4 Credits.
Conceptual problem-solving for traditional and emerging media. Emphasis: conceptual development, advertising writing, design, campaigns, presentation of developed work. Journalism: advertising majors only.
Prereq: J 205, 206, 207, 342 with a grade of mid-C or better.

J 459. Branding and Content. 4 Credits.
Capstone course on brand portfolio development for writers, art directors, and strategists. Emphasis: production, multiple-platform creative development, industry-focused portfolios. For Journalism: advertising majors only.
Prereq: J 205, 206, 207, 342 with a grade of mid-C or better.

J 460. Brand Development: [Topic]. 4 Credits.
Revolving topics on emerging issues in branding and advertising, including strategies in digital and interactive brand solutions, media decision-making, and sustainability. Journalism: advertising majors only. Repeatable three times for a maximum of 16 credits when topic changes.
Prereq: J 205, J 206, J 342 with a grade of mid-C or better.

J 461. Newspaper Editing. 4 Credits.
Copyediting, headline writing, and page design for newspapers in print and online; emphasis on grammar and style. Journalism majors only.
Prereq: J 361 or equivalent with a grade of mid-C or better.

J 462. Reporting II. 4 Credits.
In-depth reporting on public affairs and community news. Journalism majors only.
Prereq: J 361 with a grade of mid-C or better.

J 463. Specialized Reporting: [Topic]. 1-4 Credits.
Reporting special topics, including the environment, business and economics, politics, health and medicine, science, and the arts; and digital and multiplatform journalism. Journalism majors only. Repeatable.
Prereq: J 361 with a grade of mid-C or better.

J 466. Advanced Photojournalism: [Topic]. 4 Credits.
Intensive visual reporting techniques, with emphasis on digital production, color, lighting, in-depth storytelling, documentary, and portfolio. Majors only. Repeatable three times for a maximum of 16 credits when topic changes.
Prereq: J 365 with a grade of mid-C or better.

J 467. Issues in International Communication: [Topic]. 4 Credits.
Topics focus on global media issues. Majors and minors only; cinema studies majors for approved topics. Repeatable twice for a maximum of 12 credits when topic changes.
Prereq: J 201 with a grade of mid-C or better.

J 468. Advanced News Editing. 4 Credits.
Advanced training in news editing under newsroom conditions. Discussion of issues in editing, headline writing, and news judgment. Includes work with web-based journalism. Focus on teamwork. Journalism majors only.
Prereq: J 461 with a grade of mid-C or better.

J 469. OR Magazine. 4 Credits.
Building skills in journalistic storytelling and multimedia production of a digital magazine for distribution via mobile devices. Repeatable once for a maximum of 8 credits.
Prereq: J 207, J 361 with a grade of mid-C or better.

J 472. Feature Writing II. 4 Credits.
In-depth story research and advanced feature writing for print and online markets. Individual conferences. Journalism majors only.
Prereq: J 361, J 371 with a grade of mid-C or better.

J 473. Feature Editing. 4 Credits.
In-depth story research and advanced feature writing for print and online markets. Individual conferences. Journalism majors only.
Prereq: J 361, J 371 with a grade of mid-C or better.

J 474. Magazine Industry and Strategies. 4 Credits.
How editors plan issues and interact with colleagues in circulation, graphics, production, and advertising. Trends, strategies, and ethics. Journalism majors only.
Prereq: J 361, J 371 with a grade of mid-C or better.

J 475. Flux Production. 1-5 Credits.
Repeatable. Planning and production of "Flux" magazine. Students make and carry out assignments, write and edit stories, take photos, shoot video, sell advertising, and design the magazine. Repeatable for a maximum of 12 credits.
Prereq: J 361 with a grade of mid-C or better.

J 480. Public Relations: [Topic]. 4 Credits.
Addresses a specific theory, method, or issue in the study and practice of public relations, such as international practice or strategic use of new media. Repeatable thrice when topic changes for a maximum of 16 credits.

J 483. The Journalistic Interview. 4 Credits.
Gathering information through asking questions. Literature and research findings on techniques of listening, nonverbal communication, and psychological dynamics of the interview relationship in journalistic situations. Journalism majors only.
Prereq: J 361 with a grade of mid-C or better.

J 494. Strategic Communications Research. 4 Credits.
Introduction to how and why research is conducted and used by public relations and advertising professionals to formulate strategic campaigns and evaluate their effectiveness. Majors only.
Prereq: J 342 or J 350.

J 495. Research Methods: [Topic]. 4 Credits.
Uses a variety of quantitative and qualitative methods to examine concepts and processes of research used in such areas as advertising, public relations, journalism, strategic communication, and communication studies. Majors and minors only. Repeatable when topic changes for a maximum of 12 credits.
Prereq: J 201 with a grade of mid-C or better.

J 496. Communication Ethics and Law: [Topic]. 4 Credits.
Analyses of ethical and legal issues confronting the communications industry using various ethical and legal theories, readings, and cases relevant to the specific topic. Repeatable when topic changes. Majors and minors only.
Prereq: J 201 with a grade of mid-C or better.

J 503. Thesis. 1-9 Credits.
Repeatable.

J 507. Seminar: [Topic]. 1-4 Credits.
Repeatable.

J 508. Workshop: [Topic]. 1-6 Credits.
Repeatable.

J 510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable.

J 511M. US Film Industry. 4 Credits.
Traces the past and present of the U.S. film industry. Multilisted with CINE 511M.

J 512. Issues in Communication Studies: [Topic]. 4 Credits.
Uses a variety of theories and methods to examine specific aspects of media content, processes, and audiences. Repeatable when topic changes. Majors only.

J 516. Survey of the Documentary. 4 Credits.
Historical and critical survey of the documentary as a form of artistic expression and an instrument of social commentary. Majors, cinema studies majors, and communication studies minors only.

J 521. Documentary Production. 4 Credits.
Workshop in preparation, shooting, and postproduction of the short documentary. Journalism and cinema studies majors only.

J 527M. Latino Roots I. 4 Credits.
Documents Latino history in the racial history of what is now Oregon since 1500 and teaches students to conduct oral history interviews. Multilisted with ANTH 427M/527M. Sequence with J 428M/528M. Offered alternate years.

J 528M. Latino Roots II. 4 Credits.
Continuation of Latino Roots I, designed for producing a short documentary using oral history as the story. Covers basic theory and practice of digital film-video documentary production. Multilisted with ANTH 428M/528M. Sequence with J 427M/527M. Offered alternate years.
Prereq: J 527M.

J 532. Reporting for Electronic Media. 4 Credits.
Training in gathering, production, and presentation of news for the electronic media. Journalism majors only.

J 534. Advanced Television News. 4 Credits.
News gathering and production for television. Students produce live programming for local cable systems. Journalism majors only.
Prereq: J 532 with a grade of mid-C or better.

J 536. Media Design: [Topic]. 4 Credits.
Focuses on issues and techniques in picture and graphic editing, typography, and work-picture composition and interaction for long-form visual storytelling across legacy- and emerging-media platforms. Repeatable twice for a maximum of 12 credits.

J 543. Advertising Media Planning. 4 Credits.
Objectives and strategy for determining effective methods of reaching a designated target audience. Use of media measurement tools. Journalism: advertising majors only.

J 544. Agency Account Management. 4 Credits.
The role of the account executive in the advertising agency examined through case studies. Journalism: advertising majors only.

J 548. Advertising Campaigns. 4 Credits.
Graduate students produce a comprehensive campaign involving every aspect of advertising, ranging from market research through creative and media strategy formulation to execution. Journalism: advertising majors only.
Prereq: three from J 443/543, 444/544, 456/556, 457/557, 458/558, 459/559, 460/560.

J 549. Advanced Advertising Campaigns. 5 Credits.
Team experience of creating a professional-level advertising plan. Students participate in a national competition. Journalism: advertising majors only.

J 552. Strategic Public Relations Communication. 4 Credits.
Advanced writing lab emphasizing business communication, direct-to-consumer strategies and techniques, and effective use of web-based communication strategies. Journalism: public relations majors only.

J 553. Strategic Planning and Cases. 4 Credits.
Campaign planning, administration, crisis communication, and issues management, encompassing research, writing objectives and tactics, evaluation methods, and constructing budgets and timelines. Journalism: public relations majors only.

J 554. Public Relations Campaigns. 4 Credits.
Capstone course applying theory, skills, and a team-based approach to researching, planning, presenting, and implementing a campaign for a client. Professional portfolios presented and reviewed. Journalism: public relations majors only.
Prereq: J 552, J 553; one from J 594, J 595.

J 557. Curiosity for Strategists. 4 Credits.
Explores the building of intellectual curiosity as a problem-solving technique within the context of culture and media. Emphasis: critical thinking, readings, projects, performance. Journalism: advertising majors only.

J 558. Writing Design Concepts. 4 Credits.
Conceptual problem-solving for traditional and emerging media. Emphasis: conceptual development, advertising writing, design, campaigns, presentation of developed work. Journalism: advertising majors only.

J 559. Branding and Content. 4 Credits.
Capstone course on brand portfolio development for writers, art directors, and strategists. Emphasis: production, multiple-platform creative development, industry-focused portfolios. Journalism: advertising majors only.

J 560. Brand Development: [Topic]. 4 Credits.
Revolving topics on emerging issues in branding and advertising, including strategies in digital and interactive brand solutions, media decision-making, and sustainability. Journalism: advertising majors only. Repeatable three times for a maximum of 16 credits when topic changes.
Prereq: J 556.

J 561. Newspaper Editing. 4 Credits.
Copyediting, headline writing, and page design for newspapers in print and online; emphasis on grammar and style. Journalism majors only.

J 562. Reporting II. 4 Credits.
In-depth reporting on public affairs and community news. Journalism majors only.

J 563. Specialized Reporting. 1-4 Credits.
Reporting special topics, including the environment, business and economics, politics, health and medicine, science, and the arts; and digital and multiplatform journalism. Journalism majors only.

J 566. Advanced Photojournalism: [Topic]. 4 Credits.
Intensive visual reporting techniques, with emphasis on digital production, color, lighting, in-depth storytelling, documentary, and portfolio. Majors only. Repeatable three times for a maximum of 16 credits when topic changes.

J 567. Issues in International Communication: [Topic]. 4 Credits.
Topics focus on global media issues. Majors only. Repeatable twice for a maximum of 12 credits when topic changes.

J 568. Advanced News Editing. 4 Credits.
Advanced training in news editing under newsroom conditions. Discussion of issues in editing, headline writing, and news judgment. Includes work with web-based journalism. Focus on teamwork. Journalism majors only.
Prereq: J 561 with a grade of mid-C or better.

J 569. OR Magazine. 4 Credits.
Building skills in journalistic storytelling and multimedia production of a digital magazine for distribution via mobile devices. Repeatable once for a maximum of 8 credits.

J 572. Feature Writing II. 4 Credits.
In-depth story research and advanced feature writing for print and online markets. Individual conferences. Journalism majors only.

J 573. Feature Editing. 4 Credits.
In-depth story research and advanced feature writing for print and online markets. Individual conferences. Journalism majors only.

J 574. Magazine Industry and Strategies. 4 Credits.
How editors plan issues and interact with colleagues in circulation, graphics, production, and advertising. Trends, strategies, and ethics. Journalism majors only.

J 575. Flux Production. 1-5 Credits.
Repeatable. Planning and production of "Flux" magazine. Students make and carry out assignments, write and edit stories, take photos, shoot video, sell advertising, and design the magazine. Repeatable for a maximum of 12 credits.

J 580. Public Relations: [Topic]. 4 Credits.
Addresses a specific theory, method, or issue in the study and practice of public relations, such as international practice or strategic use of new media. Repeatable thrice when topic changes for a maximum of 16 credits.

J 583. The Journalistic Interview. 4 Credits.
Gathering information through asking questions. Literature and research findings on techniques of listening, nonverbal communication, and psychological dynamics of the interview relationship in journalistic situations. Journalism majors only.

J 594. Strategic Communications Research. 4 Credits.
Introduction to how and why research is conducted and used by public relations and advertising professionals to formulate strategic campaigns and evaluate their effectiveness. Majors only.

J 595. Research Methods: [Topic]. 4 Credits.
Uses a variety of quantitative and qualitative methods to examine concepts and processes of research used in such areas as advertising, public relations, journalism, strategic communication, and communication studies. Journalism majors only. Repeatable when topic changes for a maximum of 12 credits.

J 596. Communication Ethics and Law: [Topic]. 4 Credits.
Analyses of ethical and legal issues confronting the communications industry using various ethical and legal theories, readings, and cases relevant to the specific topic. Repeatable when topic changes. Majors only.

J 601. Research: [Topic]. 1-6 Credits.
Repeatable for maximum of 16 credits.

J 602. Supervised College Teaching. 1-5 Credits.
Repeatable for maximum of 5 credits.

J 603. Dissertation. 1-16 Credits.
Course may be repeated 25 times for credit after the initial instance.

J 604. Internship: [Topic]. 1-6 Credits.
Repeatable for maximum of 12 credits.

J 605. Reading and Conference: [Topic]. 1-6 Credits.
Repeatable for maximum of 16 credits.

J 606. Special Problems: [Topic]. 1-6 Credits.
Repeatable for maximum of 16 credits.

J 607. Seminar: [Topic]. 1-5 Credits.
Repeatable.

J 608. Workshop: [Topic]. 1-6 Credits.
Repeatable for maximum of 16 credits.

J 609. Terminal Project. 1-6 Credits.
Repeatable for maximum of 6 credits.

J 610. Experimental Course: [Topic]. 1-5 Credits.
Repeatable.

J 611. Mass Communication and Society. 4 Credits.
Review of the literature of mass communication. Introduction to graduate study in journalism and communication.

J 612. Media Theory I. 5 Credits.
First in a three-part sequence introducing students to media theory, focusing on the social scientific tradition. Sequence with J 613, J 614.

J 613. Media Theory II. 5 Credits.
Second in a three-part sequence introducing students to media theory, focusing on critical approaches. Sequence with J 612, J 614.
Prereq: J 612.

J 614. Media Theory III. 5 Credits.
Third in a three-part sequence introducing students to media theory, focusing on contemporary theoretical perspectives. Series with J 612, J 613.
Prereq: J 613.

J 616. Introduction to Strategic Communication Marketing. 4 Credits.
Discussion of fundamental marketing concepts from the perspective of the manager. Analysis of complex marketing challenges in research, segmentation, targeting, pricing, distribution, and branding.

J 617. Strategic Communication Theory and Research: [Topic]. 4 Credits.
Theory, research, and practice of strategic communication. Topics may include relationship management, risk communication, identity and culture, and social media theory. Repeatable when topic changes for a maxium of 20 credits.
Prereq: graduate standing.

J 618. Strategic Communication Management. 4 Credits.
Elements of managing and leading organizations; examination of key issues faced by leaders. Topics include leadership theory, leading change, dealing with conflict, and performance and strategic management.

J 619. Teaching and the Professional Life. 4 Credits.
Explores teaching strategies, curriculum development, and other aspects of academic professional life in journalism and communication.

J 621. Foundations of Strategic Communication. 4 Credits.
Reviews major theories, models, and practices in strategic communications. Theoretical topics include media effects and persuasion as applied to public relations, advertising, and other strategic communication.

J 623. Creativity in Strategic Communication. 4 Credits.
Explores the use of creative conceptual thinking as part of the strategic basis in successful communication campaigns.

J 624. Strategic Communication: [Topic]. 2 Credits.
Explores problems and specialized skills needed in strategic communication management. Examples include crisis communication, creativity in business, corporate social responsibility. Repeatable with change in topic.

J 626. Strategic Marketing Communication. 4 Credits.
Examination, evaluation, and integration of advertising, public relations, sales promotion, direct marketing, social media, sponsorship and events, packaging, customer service, and personal selling.

J 627. Foundations of Multimedia Journalism. 4 Credits.
Serves as a foundation of theory and technique, with an introduction to storytelling forms, technical production skills, and the visual language. Students will learn how to use the tools of the trade so that they can communicate effectively with other multimedia journalists.

J 628. Multimedia Journalism Practices. 4 Credits.
Building on the J 627 course, students create a narrative video project that focuses on visual storytelling, character development, and present-tense storytelling.

J 638. Story and Commerce. 4 Credits.
Explores the changing face of narrative journalism as it investigates the new commercial opportunities for the professional journalist. Taught once or more per academic year.

J 641. Qualitative Research Methods. 4 Credits.
Introduces qualitative research methods including traditional historical inquiry, oral history, ethnography, and participant observation.

J 642. Quantitative Research Methods. 4 Credits.
Introduces and analyzes quantitative research methods in terms of design, measurement, inference, and validity. Focuses on conceptualization in communication research.

J 643. Proseminar II. 5 Credits.
Seminar participants demonstrate competence in broad families of social research by drawing on skills and knowledge obtained in J 612, J 613, J 614, J 641, and J 642.
Prereq: J 612, J 613, J 614, J 641, J 642.

J 644. Philosophy of Communication. 4 Credits.
Explores the philosophical foundations of communication in the United States, including political philosophies that range from Milton to McLuhan.

J 646. Political Economy of Communication. 4 Credits.
Introduction to the political economy of communication. Includes such issues as ownership and control patterns; the role of the state; labor; intellectual property rights; and international markets.

J 648. Cultural Approaches to Communication. 4 Credits.
Examination of communication and mediated communication as cultural processes in the production and reproduction of social systems.

J 649. International Communication. 4 Credits.
Examines global communication structures and processes and their consequences. Topics include new technologies, news and information organizations, cross-cultural uses of Western media, and information policies.

J 654. Reporting within Communities. 4 Credits.
Students explore and practice emerging "community-first" concepts of journalism and reporting to identify the needs of the communities served, codesigning processes and solutions to keep them engaged.

J 656. Producing the Story. 4 Credits.
Students work collaboratively to create a compelling, ethical work of journalism with impact, applying all aspects of community engagement, reporting, storytelling, and production skills learned in previous terms.

J 660. Advanced Research Methods: [Topic]. 4 Credits.
Explores specific qualitative or quantitative communication research methods. Topics may include discourse analysis, oral history, historical methods, legal methods, content analysis, and survey methods. Repeatable when topic changes.
Prereq: J 641 or J 642, depending on topic.