All of our majors, except Media Studies, features a 6 credit experiential learning experience that puts students in professional situations with close faculty mentorship.

The Jandoli School of Communication at St. Bonaventure University is one of just 19 private school programs accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) and will continue to be nationally recognized because of its ability to:

- provide a highly personalized academic experience to our students.
- attract faculty members who combine academic acumen and professional experience.
- ensure a curriculum that integrates ethics rooted in the Franciscan tradition while preparing for professional careers and graduate study.
- foresee the changing needs of students and deliberately develop classes and the use of technology consistent with those needs.
- Broadcast Journalism, BA (https://catalog.sbu.edu/undergraduate/communication/broadcast-journalism-ba/)
- Communication, Minor (https://catalog.sbu.edu/undergraduate/communication/communication-minor/)
- Journalism, BA (https://catalog.sbu.edu/undergraduate/communication/journalism-ba/)
- Media Studies, BA (https://catalog.sbu.edu/undergraduate/communication/media-studies-ba/)
- Sports Media, BA (https://catalog.sbu.edu/undergraduate/communication/sports-media-ba/)
- Strategic Communication, BA (https://catalog.sbu.edu/undergraduate/communication/strategic-communication-ba/)
- Video Production, BA (https://catalog.sbu.edu/undergraduate/communication/video-production-ba/)

Communications (COM)

COM-102 EFFECTIVE SPEAKING & PRESENTATIONS (3 Credits)
Students will learn strategies for preparing and delivering effective presentations and speeches. Students will demonstrate increased confidence in speaking publicly and how to develop informative and engaging presentations, using a variety of approaches and media.

COM-500 FINDING YOUR VOICE: INTRO TO MARKETING COMMUNICATION (3 Credits)
This course will serve as the foundational course in Communication tools, as well as an introduction to the role of creativity in effective marketing communication. Through a series of lectures, videos, and assignments students will learn concepts such as branding, design, empathy, story, and symphony, in the creation of right-brain dominated marketing communication, that are also rooted in research, strategy and analysis. Specific areas covered include what a brand is and why it matters, brand value and how to measure it, communication of brand value in creative messaging, and the role of consumer insights in measuring a brand. Integration of the tools of marketing communication, such as but not limited to advertising, all digital media, PR, writing and promotion, will be emphasized. The course also provides an overview of both U.S. and global marketing communication practices.

Restrictions: RG.UG.GR
COM-510 EMBRACING ANALYSIS: MAKING MEANING FROM DATA (3 Credits)
This course provides students with an overview of the types of data a marketing communications practitioner will likely encounter and how that data can be used to make smarter decisions. The student will learn how to use analytical tools to identify critical insights and new opportunities. Importantly, students will study how to visually present their findings to facilitate easy understanding by others. Emphasis is placed on the translation of cold numbers or data into skilled communication decisions and strategies that can positively impact the organization.

COM-520 EMBRACING RESEARCH: MARKETING COMMUNICATION RESEARCH (3 Credits)
This is an introductory course in the field of marketing communication research designed to provide the student with an overview of the purposes, procedures, and applications of marketing communication research. Students will learn how to obtain and use secondary data, and to design and conduct both qualitative and quantitative primary research to answer questions a communication practitioner will face. Finally, basic statistics, data analysis, and reporting will be studied. This course serves to guide students as they complete their final thesis campaigns by directing students in their own research design.

COM-540 EMBRACING THE BRAND: STRATEGY AND EXECUTION (3 Credits)
This course will explore the power of customer-centric branding and the critical role strategic brand storytelling plays in the execution of a marketing communication plan in today’s global and digital age. The course will examine brand in the stages of the customer buying journey, help students understand how brand identity and equity is created in the mind of diverse audiences, and explain how research, analysis, design thinking and governance help create and maintain meaningful brands over time.

Restrictions: RG.UG.GR

COM-555 MASTERING THE RESEARCH: FIELDWORK (1 Credit)
This is an introductory course in the field of marketing communication research designed to provide the student with an overview of the purposes, procedures, and applications of marketing communication research. Students will learn how to obtain and use secondary data, and to design and conduct both qualitative and quantitative primary research to answer questions a communication practitioner will face. Finally, basic statistics, data analysis, and reporting will be studied. This course serves to guide students as they complete their final thesis campaigns by directing students in their own research design.

COM-580 EMBRACING THE AUDIENCE: EMPATHY & ETHICS (3 Credits)
This course is designed to empower students to become disciplined and astute discoverers of consumer behavior, and to develop an ethical code when engaging with consumers. Students will develop a thorough understanding of consumer behavior, consumer pain points, and the customer journey in order to develop empathy with their audience that leads to relevant marketing message creation. Students will strengthen their insight muscles and get into the mindset required of communication professionals with curiosity, introspection, and empathy: practicing the critical skills of observation, listening and inquiring, and analyzing qualitative data that create meaningful connections to the audience. Current research in consumer behavior, media ethics, digital technologies, and case studies in best practices will help inform student creation of messaging that engage consumers and adhere to ethical principles.

Restrictions: RG.UG.GR

COM-590 EMBRACING STRATEGIC THINKING: MARKETING STRATEGY AND PLANNING (3 Credits)
This course is designed to develop decision-making skills by examining selected topics including marketing strategy; analysis of strategic marketing opportunities; dominant themes in strategic marketing planning; and the design, implementation and control of strategic marketing message plans. This class also examines targeting; segmenting and positioning procedures; and competitive, consumer, and market analyses. Case study analysis will be utilized throughout the course to promote experiential, real-world understanding of the material.

Prerequisite(s): TAKE COM-500

Restrictions: RG.UG.GR

COM-620 INTEGRATING CREATIVE: STRATEGY & DESIGN (3 Credits)
This class focuses on symphonic thinking in the development of a variety of marketing communication messages based on insights gleaned from primary and secondary research. Students will learn to create and distill a creative strategy from a focused brief, to concept an advertising campaign, to create and evaluate concepts and executions against the strategy and brief, and to maintain continuity of message across disparate media for diverse audiences. In short, in this class you must make the leap from the reasoned logic of developing a strategy to the inexplicable process of creativity. Bring both your right brain and your left brain to class.

Prerequisite(s): TAKE COM-500 COM-540 COM-580 COM-590 COM-510 COM-520

COM-640 INTEGRATING DIGITAL MEDIA, MOBILE & EMERGING TECHNOLOGIES (3 Credits)
Consumer adoption of new communication applications and technologies is changing the communication landscape. Communication practitioners must remain on the forefront of these technologies and have an in-depth knowledge of strategic uses and consumer expectations from them. In this course, students will gain a comprehensive understanding of social media marketing, mobile marketing, lead generation, user experience, and paid media amplification that will maximize brand discoverability, credibility and new audience potential. Emerging technologies and their impact on the communication field will also be addressed. Current research, digital simulations, and case studies will help inform students of best practices and ethics.

Prerequisite(s): TAKE COM-500 COM-540 COM-580 COM-590 COM-510 COM-520

COM-650 INTEGRATING PR IN A GLOBAL MARKET (3 Credits)
This course provides an introductory analysis of strategic public relations practices for the communication practitioner in a global, ever-changing society. Using organizational strategy to drive tactics, this course demonstrates that emerging technologies require quick thinking by relying on the body of knowledge from which PR stems. This course teaches engagement across communication channels. This course demonstrates how PR can both lead and contribute to effective communication. Emphasis is on social responsibility, ethics and cross-cultural understanding.

Prerequisite(s): TAKE COM-500 COM-540 COM-580 COM-590 COM-510 COM-520
COM-520 INTEGRATING MEDIA RELATIONS (3 Credits)
The relentless growth of digital news sources and platforms has forever reshaped the media landscape, but persuading media gatekeepers remains a critical role for public relations practitioners. This course is designed to help students identify these gatekeepers in print, broadcast, digital, and multimedia roles - and how each has different needs, expectations, and pain points in delivering relevant content to their diverse audiences. Students will learn to see through the eyes of assignment editors, news producers, website managers, bloggers, and influencers. The ethics and ROI surrounding native marketing and advertorial opportunities will be explored. Students will create newsworthy "pitches" that persuade media gatekeepers to ask for more details, an interview, or pursue an editorial opportunity.

Prerequisite(s): TAKE COM-650

COM-540 INTEGRATING CRISES COMMUNICATION (3 Credits)
This course examines strategic approaches to managing and responding to crises including natural disasters, accidents, executive wrongdoing, and product recalls. Students will learn to recognize and explain the dynamics of a crisis and determine the role of PR in the crisis response, including reputation management, executive and employee counsel, and crisis plan development, execution and evaluation. Different communication channels to reach necessary publics will be emphasized. This course allows students to explore previous crises via case-based analysis.

Prerequisite(s): TAKE COM-650

COM-565 INTEGRATING EVENT MANAGEMENT & EXPERIENTIAL MARKETING (3 Credits)
This course will give students understanding and creative insights on events that organizations and institutions use to engage external and internal audiences. Public relations professionals today are tasked with helping to build engagement and trust between their organization and constituencies: diverse external publics, employees, and investor groups. Every event offers opportunities to create experiences that reflect positively on the organization and brand. Students will develop a mastery of planning and executing a number of events and experiences designed to strengthen the trust relationship between the organization and its key leaders, and diverse stakeholders. Students also will examine ways to execute events sustainably. Internal events that engage and inspire employees, such as town meetings, sales meetings, and engagements with community leaders will be explored. Students will also learn to plan, budget, manage, and execute external events for customers and news media, such as trade shows, recognition and celebration activities, and virtual and physical news conferences.

Prerequisite(s): TAKE COM-500 COM-540 COM-580 COM-590 COM-510 COM-520

COM-580 INTEGRATING VISUALS: COMMUNICATION DESIGN (3 Credits)
This course examines the role design plays in effective communications. Emphasis is placed on achieving the goals set forward in the creative application across multiple communication pieces maintaining continuity across media. In addition, students will demonstrate their ability to construct and articulate effective visual communication pieces as applied to their final thesis project.

Prerequisite(s): Take COM-500 COM-540 COM-580 COM-590 COM-510 COM-520

COM-652 INTEGRATING MEDIA RELATIONS (3 Credits)
This course will give priority to content creation and storytelling that supports the brand strategy. It will include a review of content strategy, revisiting the customer journey and buyer personas as a means for developing content that resonates with the intended audience. Students will be introduced to content idea generation, written and visual content types (such as blog posts, infographics, case studies, video, etc.), and creating visuals and copy that gain traction in the digital sphere. Organic search optimization/keyword analysis, content creation tools, content management tools, and content tailoring will also be covered as necessary skills for optimization.

Prerequisite(s): TAKE COM-500 COM-540 COM-580 COM-590 COM-510 COM-520

COM-654 INTEGRATING CRISES COMMUNICATION (3 Credits)
This course will give students understanding and creative insights on events that organizations and institutions use to engage external and internal audiences. Public relations professionals today are tasked with helping to build engagement and trust between their organization and constituencies: diverse external publics, employees, and investor groups. Every event offers opportunities to create experiences that reflect positively on the organization and brand. Students will develop a mastery of planning and executing a number of events and experiences designed to strengthen the trust relationship between the organization and its key leaders, and diverse stakeholders. Students also will examine ways to execute events sustainably. Internal events that engage and inspire employees, such as town meetings, sales meetings, and engagements with community leaders will be explored. Students will also learn to plan, budget, manage, and execute external events for customers and news media, such as trade shows, recognition and celebration activities, and virtual and physical news conferences.

Prerequisite(s): TAKE COM-500 COM-540 COM-580 COM-590 COM-510 COM-520

COM-656 INTEGRATING VISUALS: COMMUNICATION DESIGN (3 Credits)
This course examines the role design plays in effective communications. Emphasis is placed on achieving the goals set forward in the creative application across multiple communication pieces maintaining continuity across media. In addition, students will demonstrate their ability to construct and articulate effective visual communication pieces as applied to their final thesis project.

Prerequisite(s): Take COM-500 COM-540 COM-580 COM-590 COM-510 COM-520

COM-664 INTEGRATING CONTENT CREATION: VISUAL, COPY & OPTIMIZATION (3 Credits)
This course will give priority to content creation and storytelling that supports the brand strategy. It will include a review of content strategy, revisiting the customer journey and buyer personas as a means for developing content that resonates with the intended audience. Students will be introduced to content idea generation, written and visual content types (such as blog posts, infographics, case studies, video, etc.), and creating visuals and copy that gain traction in the digital sphere. Organic search optimization/keyword analysis, content creation tools, content management tools, and content tailoring will also be covered as necessary skills for optimization.

Prerequisite(s): TAKE COM-500 COM-540 COM-580 COM-590 COM-510 COM-520

COM-720 INTEGRATING VISUALS: COMMUNICATION DESIGN (3 Credits)
This course examines the role design plays in effective communications. Emphasis is placed on achieving the goals set forward in the creative application across multiple communication pieces maintaining continuity across media. In addition, students will demonstrate their ability to construct and articulate effective visual communication pieces as applied to their final thesis project.

Prerequisite(s): Take COM-500 COM-540 COM-580 COM-590 COM-510 COM-520

COM-800 MASTERING THE FIELD: THESIS (1 Credit)
A capstone course that prepares students for the Final Defense process. Outcomes of the course are presentation materials that are executive ready and professionally produced. Course will use student examples, real-life examples, and case studies to give students an opportunity to analyze and critique the quality and content of professional executive communication materials. Course will incorporate appropriate use of current technologies and presentation strategies to equip students for the Final Defense process.

Prerequisite(s): Take COM-500 COM-540 COM-580 COM-590 COM-510 COM-520

COM-801 MASTERING THE REVISION (1 Credit)
A self directed course supported by a faculty mentor for the revision of the student's Master Thesis Communication plan based on Defense Committee feedback requesting the student to "re-present". Working with the faculty mentor the student will develop a timeline to address the Defense Committee feedback, make the necessary revisions, and prepare the necessary documents for a "re-presentation" of their Thesis Communication Plan. The outcome of this course is a revised Master Thesis Communication Plan that is ready for presentation at the next defense round or as stipulated by the Defense Committee. This is a P/F course.

Prerequisite(s): Take COM-500 COM-540 COM-580 COM-590 COM-510 COM-520
COM-830 MASTERING THE PROJECT: FINAL DEFENSE (1 Credit)
This course is designed as the final step in the MA Communication Program where the student presents and defends their required Communication Plan before a panel of faculty and industry professionals in lieu of a master's thesis, to obtain a Master of Arts degree at graduation. The goal is for the student to exhibit their command of Marketing Communication through the presentation of a fully developed original Communication Plan done with a real client and reflective of their specialization (IMC, PR or Content Marketing). It is expected that the student shows evolution of their plan and their marketing communication skills at the defense. The Defense Panel will assess the student's preparedness for graduation based on their command of Marketing Communication and their area of specialization, the effectiveness of their communication pieces, and their ability to handle questions and discussion on behalf of the client.
Prerequisite(s): TAKE JMC-500 COM-540 COM-580 COM-590 COM-510 COM-520

JMC-101 COMMUNICATION TODAY (3 Credits)
Digital media have changed all areas of communication. We will discuss those changes and how digital media might impact communication going forward. We will also discuss ethics, the history of the field, of communication, and some of the people who have made a difference in the field. We will talk about options open to you if you plan a future in communication or hope to become an informed consumer of the media. This is the foundational course for all majors in the Jandoli School of Communication and is open as a general elective to all other students.

JMC-110 PROFESSIONAL WRITING I (3 Credits)
"A writer is a person for whom writing is more difficult than it is for other people," said Thomas Mann. That's because a writer appreciates just how important the act of writing is. In JMC 110, you will learn to think like a writer. Why does writing matter? What does that really mean? You will look at the relationship between art and craft, examine the importance of audience, and begin a conscious exploration of your own writing process. You will also see why mechanics play a key role in articulating your ideas clearly.

JMC-111 PROFESSIONAL WRITING II (3 Credits)
Prerequisite(s): TAKE JMC-110

JMC-140 THE DIGITAL WORLD (1 Credit)
A fundamental examination of the skills needed to succeed in the world of communications technology, from shooting and editing video using large camcorders or smart phones, the principles of audio and lighting, writing for all media, and the use of Internet-based resources for the latest Communications.

JMC-201 NEWSWRITING & REPORTING I (3 Credits)
The basic course in principles and practices of writing and reporting for print and digital news platforms. Stresses leads, story organization, accuracy, objectivity and developing a news sense.
Prerequisite(s): Take JMC-111
JMC-305 COMPUTER-ASSISTED REPORTING (3 Credits)
Searching, finding, writing. Traditional and online methods that underpin scholarships, journalism and related areas: questionnaires, content analysis, literature reviews, Web searches, spreadsheets, databases, listservs, newsgroups and so on. Legal and ethical issues examined. Stress on writing practice.
Prerequisite(s): TAKE JMC-101

JMC-310 FEATURE WRITING (3 Credits)
The writing of newspaper features and magazine articles. A course objective is to write for publication.
Prerequisite(s): TAKE JMC-202

JMC-312 SPORTS WRITING (3 Credits)
The writing and reporting of sports and athletics for all mass media in both the educational and commercial sectors. Emphasis is on writing play-by-play and human interest features, as well as in-depth reporting. An analysis of the principles and practices of sports information is emphasized.
Corequisite(s): TAKE JMC-202

JMC-315 PERSUASIVE WRITING/RHETORIC (3 Credits)
An upper-level writing course for students interested in public relations. Concentration on the finer points of word-smithing in the context of a variety of public relations functions such as promotional copywriting, speechwriting, media relations and quote-crafting. A scrutiny of word choice, phrasing and organization to create maximum deliberate effect. Includes an ethical component to understand how rhetorical choices can lead to intentional and unintentional consequences.
Prerequisite(s): TAKE JMC-202

JMC-318 CREATIVE NONFICTION (3 Credits)
True stories told well—that’s the premise behind creative nonfiction, a genre that spans a broad spectrum from literary journalism to memoir. Sprung from a long tradition of writing that emphasizes verisimilitude, creative nonfiction employs the literary conventions of fiction and poetry to explore the truth in ways beyond the mere transmission of facts and information. Students will read examples of creative nonfiction to get a sense of the genre’s possibilities while also writing creative nonfiction projects of their own.
Restrictions: RG.24+

JMC-319 WRITING SPACES AND PLACES (3 Credits)
In works of creative non-fiction, place is often background, context, and backdrop for the action. Through place, writers explore the world around them literally and metaphorically, creating profound connections between themselves and the spaces they occupy—as well as connections between readers and those spaces. While looking at effective examples of writers who write about space and place, students will the opportunity to explore the world around them through writing of their own.

JMC-322 SPORTS COMMUNICATION (3 Credits) (Majors Only)
Examines the techniques and strategies used in the communication/public relations field for college and professional sports and how they shape the reporting of sports news. Course will cover writing, design, and layout for press releases, publications and Web sites. Includes analysis of sports public relations as a career field.

JMC-341 SPORTS TV PRODUCTION I (3 Credits)
This course will help students develop the skills involved in the production of live sports telecasts, using the university’s broadcast truck. This course will allow students to specifically learn to work on-air, as well as produce and direct game telecasts, work as video cameramen, audio operators, technical directors, and graphics operators/producers. Because students will actually produce content for air, classes times and dates in the later portion of the semester may be changed to fit the events being covered. Students are apprised that they will need to plan for this when a schedule of events that can be televised is available.
Prerequisite(s): JMC-341

JMC-342 SPORTS TV PRODUCTION II (3 Credits)
This course will help students develop the skills telecasts, using the university’s broadcast truck. This course will allow students to specifically learn to work on-air, as well as produce and direct game telecasts, work as video cameramen, audio operators, technical directors, and graphics operators/producers. Because students will actually produce content for air, classes times and dates in the later portion of the semester may be changed to fit the events being covered. Students are apprised that they will need to plan for this when a schedule of events that can be televised is available. This is a continuation of JMC 341.
Prerequisite(s): JMC-341

JMC-343 FIELD PRODUCTION (3 Credits)
Students will learn how to coordinate productions outside of the studio with proper camera set-up, lighting and audio. We will look at the proper way to access a location, cut off background sound, color a camera properly, add ambient light and avoid disturbances. Students will also learn the methods a broadcast signal can be transmitted back to the control room for playback on the air.
Prerequisite(s): JMC-245

JMC-344 STUDIO PRODUCTION (3 Credits)
Students will learn to setup and properly shoot in a studio setting with proper lighting, a crisp image and clear audio. There will be a high focus on communication from the director, producer, floor manager, camera operator and editor. Each step of the way plays a significant role in a studio production. Students will also explore the Chroma Key and how this can enhance a production, an interview, a newscast or a sporting event.
Prerequisite(s): JMC-245

JMC-345 ON-AIR ANNOUNCING (3 Credits)
This course offers instruction for improving on-air delivery for radio and television announcers.

JMC-348 MOBILE JOURNALISM (3 Credits)
Producing ethical, engaging, immediate and informative content specifically for digital and social media. This course will prepare students to produce news from the field for digital audiences. Students will share news in real-time on social media and digital platforms.
Prerequisite(s): Take JMC-340

JMC-349 PRODUCING BROADCAST NEWS (3 Credits)
Producing an informative newscast is more than stacking a rundown. Students will learn all of the processes involved in creating a well-rounded show based on story count, timing, use of graphics, live shots, live reports, great video, effective sound and much more.
Prerequisite(s): Take JMC-340
JMC-390 SEMIOTICS: SIGNS & SYMBOLS (3 Credits)
Semiotics is the study of signs. A sign is defined as anything that can stand for or represent something - therefore it can be a word, a symbol, a picture, a sound, a gesture, body language etc. Semiotics is therefore the study of making meaning (both "encoding" and "decoding") in its widest possible sense. Semiotics is fundamental to the process of communication and the production of meaning. In this course we will focus on the work of semioticians in the areas of advertising, photography, film, television, myth and sub-culture, and consider how semiotic concepts and methods can be used to analyze a variety of cultural products, from fashion to television news to advertising to other forms of communication.
Prerequisite(s): Take JMC-101

JMC-399 COMMUNICATIONS RESEARCH METH (3 Credits)
This course provides an overview of mass communications research methods, including survey research, laboratory and field experiments, and content analysis.
Prerequisite(s): JMC-101

JMC-400 CASE STUDIES IN MEDIA ETHICS (3 Credits)
The course introduces students to ethical dilemmas faced by practitioners in the fields of journalism and mass communication. It will provide them with a basis for thought processes and analysis critical to finding solutions. Readings and case studies will be complemented by guest speakers who have been confronted with ethical questions.
Restrictions: RG.45+

JMC-401 SP: STUDIES IN JOURN/MASS COMM (1-4 Credits)
This course gives students the opportunity for in-depth study of JMC-related issues and topics. Students may arrange for planned independent study in journalism and mass communication under the guidance of a faculty adviser. School permission is required.
Restrictions: RGC.105

JMC-401AA SP TOP: BROADCAST SPORTS REPORTING (3 Credits)
This course gives students the opportunity for in-depth study of JMC-related issues and topics. Students may arrange for planned independent study in journalism and mass communication under the guidance of a faculty adviser. School permission is required.

JMC-401CR SP TOP: COMMUNITY REPORTING (1-3 Credits)

JMC-401LF SP TOP: LONG FORM NARRATIVES A CREATIVE APPROACH (1-3 Credits)
This course gives students the opportunity for in-depth study of JMC-related issues and topics. Students may arrange for planned independent study in journalism and mass communication under the guidance of a faculty adviser. School permission is required.

JMC-401P SP ST: NEWS 21 VOTING RIGHTS (1-4 Credits)
This course gives students the opportunity for in-depth study of JMC-related issues and topics. Students may arrange for planned independent study in journalism and mass communication under the guidance of a faculty adviser. School permission is required.

JMC-401T SP TOP: INTRO TO GRAPHIC DESIGN (3 Credits)
This course gives students the opportunity for in-depth study of JMC-related issues and topics. Students may arrange for planned independent study in journalism and mass communication under the guidance of a faculty adviser. School permission is required.

JMC-401U SP TOP: TV NEWS GRAPHIC CREATION (3 Credits)
This course gives students the opportunity for in-depth study of JMC-related issues and topics. Students may arrange for planned independent study in journalism and mass communication under the guidance of a faculty adviser. School permission is required.

JMC-401V SP TOP: MEDIA DESIGN (1 Credit)
This course gives students the opportunity for in-depth study of JMC-related issues and topics. Students may arrange for planned independent study in journalism and mass communication under the guidance of a faculty adviser. School permission is required.

JMC-401W SP TOP: DOCUMENTARY (3 Credits)
This course gives students the opportunity for in-depth study of JMC-related issues and topics. Students may arrange for planned independent study in journalism and mass communication under the guidance of a faculty adviser. School permission is required.

JMC-401X SP ST: NEWS 21 (3 Credits)
This course gives students the opportunity for in-depth study of JMC-related issues and topics. Students may arrange for planned independent study in journalism and mass communication under the guidance of a faculty adviser. School permission is required.

JMC-401Y SP TOP: PHOTOGRAPHIC DESIGN (3 Credits)
This course gives students the opportunity for in-depth study of JMC-related issues and topics. Students may arrange for planned independent study in journalism and mass communication under the guidance of a faculty adviser. School permission is required.

JMC-401Z SP TOP: SPORTS MEDIA PRODUCTION (1-3 Credits)
This course gives students the opportunity for in-depth study of JMC-related issues and topics. Students may arrange for planned independent study in journalism and mass communication under the guidance of a faculty adviser. School permission is required.

JMC-411 WRITING FOR ADVOCACY (3 Credits)
The intent is to familiarize students with the techniques of fact-finding, interviewing and writing necessary to produce editorials, columns and reviews for the press.
Restrictions: RG.41+

JMC-412 SPORTS COMMENTARY & ANALYSIS (3 Credits)
The course familiarizes students with the technique of fact-finding, interviewing and writing necessary to produce credible commentaries and analyses in the field of sports for various media. Online writing, including blogging, will be stressed. Techniques for promotion of students' work will be explored. Writing weekly is stressed. Publication is expected through students' blogs.
Prerequisite(s): Take JMC-202

JMC-413 WRITERS ON WRITING (3 Credits)
"[M]any of us... care about the language, in our and craft of telling stories on paper," says Stephen King in the introduction to his book On Writing. By writing about writing, writers like King offer insights into their creative processes that can give other writers insights into their own creative processes. Such works invite consideration of the question, What does it mean, really, to be a writer?
Restrictions: RGC.105

JMC-414 JOURNALISTS’ WORKSHOP I (3 Credits)
A hands-on community news reporting course that incorporates all reporting, writing, video and editing instruction taken by the time a student reaches junior class status. Class members will staff an online news site covering communities surrounding the university.
Prerequisite(s): TAKE JMC-202

JMC-415 JOURNALISTS’ WORKSHOP II (3 Credits)
A hands-on community news reporting course that incorporates all reporting, writing, video and editing instruction taken by the time a student reaches junior class status. Class members will staff an online news site covering communities surrounding the university.
Prerequisite(s): TAKE JMC-414
JMC-418 CREATIVE NONFICTION II (3 Credits)
Building on the work students have done in Creative Nonfiction I, students will look to further develop their “truth-telling” skills. This course will focus on longer-form writing with a focus on memoir. Students will read examples of creative nonfiction to get a sense of the genre’s possibilities while also writing creative nonfiction projects of their own.
Prerequisite(s): Take JMC-318

JMC-440 SEM. BROADCAST JOURNALISM I (3 Credits)
Advanced course in producing, writing, field reporting, anchoring and the production of a television newscast. Students will incorporate what they have learned in all broadcast journalism courses within the sequence. The vehicle used for students learning this advanced work will be in the form of a weekly TV newscast telecast on SBU-TV Channel 9.
Prerequisite(s): JMC-340

JMC-441 SEM. IN BROADCAST JOURNALISM II (3 Credits)
Advanced course in producing, writing, field reporting, anchoring and the production of a television newscast. Students will incorporate what they have learned in all broadcast journalism courses within the sequence. The vehicle used for students learning this advanced work will be in the form of a weekly TV newscast telecast on SBU-TV, Channel 9. This course continues the work of JMC 440.
Prerequisite(s): JMC-340

JMC-442 POST PRODUCTION (3 Credits)
Students will take a deeper dive into video editing software. We will enhance their capabilities of building a finished product through the addition of several creative features. Students will learn to properly color grading video, effect edit, add in and splice music, effectively key vide and use graphics/animations in their work.
Prerequisite(s): Take JMC-245

JMC-443 TOPICS IN ADVANCED PRODUCTION (3 Credits)
An advanced course in video production that will build on lower-level production courses and offer the ability to specialize in specific production techniques. Topics will vary.
Prerequisite(s): Take JMC-245

JMC-445 DOCUMENTARY (3 Credits)
Students will demonstrate their ability to bring together multimedia journalism skills by producing a multimedia documentary project. Students must show a firm understanding of writing, reporting, visual storytelling and research to plan and produce, in small teams, a profound piece of longform video and digital journalism.
Prerequisite(s): Take JMC-202 & JMC-245

JMC-470 INTERNET AND THE LAW (3 Credits)
This class will look at the legal rules that apply to life online, including some background on how the Internet is governed and an in-depth look at several issues. The course is open to all majors.

JMC-471 BLOGGING FOR MEDIA PROFESSIONALS (3 Credits)
The course is designed to further professional development as a credible reporter, commentator, or analyst in online forums on topics or issues of creative or professional interest. Promotion of posts, ethical practice, inclusion of digital video and audio in posts will be considered. The roles and responsibilities of the blogger as publisher will be discussed. Majors only.
Prerequisite(s): Take JMC-202

JMC-480 JOURNALISM AS LITERATURE (3 Credits)
An exploration of the more artistic and creative aspect of nonfiction writing, mainly through an examination of newspaper and magazine reporting that has endured as literature in America. In addition, the techniques of masters of fiction who also excelled in nonfiction will be studied.

JMC-482 WOMEN, MINORITIES & MEDIA (3 Credits)
The course has two main themes: the history of women and minority journalists working in the U.S media from the colonial era to the present day and the portrayals by the media of these collective groups often left outside the mainstream. Films, guest speakers and primary source materials supplement the overview textbooks.

JMC-483 MEDIA & DEMOCRACY (3 Credits)
This course uses a seminar format to explore the external factors that impact the content and quality of news and the media’s relationship with a healthy democracy. It examines conflicts between the media’s responsibility to keep citizens informed and serve as a watchdog over powerful interests with news organizations’ roles as profit-making businesses. The growth of the Internet and social networks and their impact on journalistic form and content also are explored.
Restrictions: RG.41+

JMC-484 J/MC IN THE CIVIL WAR (3 Credits)
A study of how journalists covered the events leading up to the war, how they covered the war itself and how North and South fought battles not only on the battlefield but also in the headlines. An examination of President Lincoln as reporters saw him and a study of his public relations battle for public opinion. Included will be a study of individuals who helped shape American journalism, such as Editor James Gordon Bennett and photographer Matthew Brady, and how the technology of telegraphs and steam engines changed the way journalists did their jobs.
Prerequisite: Juniors and seniors only. 3 credits. Offered every other fall
Restrictions: RGC.105

JMC-485 CIVIL RIGHTS MOVEMENT AND THE MEDIA (3 Credits)
It has been said that without the media, there would have been no Civil Rights Movement. This course will explore that theory and examine the powerful role the media played in shaping the events of the Civil Rights Movement. Media -- both black and mainstream -- coverage of key civil rights cases, such as the murder of Emmett Louis Till, will be analyzed, as well as the southern journalists who defended blacks in the 1950s and 1960s. The course will also cover assassination of Medgar Evers in 1963, the Freedom Rides of 1961, and the often untold story of how women and children helped shape the movement. This course will NOT be about Martin Luther King Jr. and Rosa Parks. Though they are seen as icons of the Civil Rights Movement, the movement was much more than these two people. 3 credits. Offered every other fall

JMC-486 THE COMMUNICATIONS ENTREPRENEUR (3 Credits)
The course is designed to give basic familiarity with the multiple aspects of becoming an entrepreneur--to teach you how to utilize, efficiently and effectively, the services of those professionals to your own business advantage. All majors.
JMC-498 INTERNSHIP (3 Credits)
A practical on-the-job experience in which students are employed as interns by media organizations in an environment that enables them to supplement their formal and theoretical education in journalism mass communications. Internships are individually arranged and must be approved in advance by the JMC internship coordinator. Internships may be taken during the school year or during the summer months. JMC majors are required to complete 400 hours of internship in one or more organizations. Students are evaluated by the organization for which they worked, the completion of a written, descriptive journal, critique and evaluation of the internship(s), effective use of Career Services for completion of resume and cover letter and demonstrated awareness of portfolio content and presentation. Prerequisites: Off campus internships are available to JMC majors or JMC minors who successfully have completed their freshman year. On campus internships may be taken any time during the freshman, sophomore, junior or senior years. Internships are graded on the pass-fail system.

JMC-499 COMPREHENSIVE EXPERIENCE (2 Credits)
Students in the Journalism Program will be expected to participate in a Program Assessment Comprehensive Interview in the fall of year four. The student is expected to select a position and “apply” for a position. The student will then submit a cover letter, resume and portfolio for review by the assessment committee comprised of faculty and alumni/professionals. Students will participate in professional etiquette seminars. In preparation for the interview, students will be expected to gather information about the company/organization, as would be expected in a professional environment. Students will be graded based on a comprehensive rubric. Students will either pass or fail. Students who fail will have until the end of the spring year four to make suggested corrections and submit again. It is also expected that before students receive a grade for this course, all 400 internship hours be completed.

Restrictions: RG.74+

JMC-499A COMPREHENSIVE EXPERIENCE (0 Credits)
Students in the Journalism Program will be expected to participate in a Program Assessment Comprehensive Interview in the fall of year four. The student is expected to select a position and “apply” for a position. The student will then submit a cover letter, resume and portfolio for review by the assessment committee comprised of faculty and alumni/professionals. Students will participate in professional etiquette seminars. In preparation for the interview, students will be expected to gather information about the company/organization, as would be expected in a professional environment. Students will be graded based on a comprehensive rubric. Students will either pass or fail. Students who fail will have until the end of the spring year four to make suggested corrections and submit again. It is also expected that before students receive a grade for this course, all 400 internship hours be completed.

Prerequisite(s): Take JMC-410(1632)

Strategic Communication (SC)

SC-210 SOCIAL MEDIA IN SOCIETY/BUSINESS (3 Credits)
This course is designed to introduce students to developments in social media that are transforming the way we live and communicate. The class objectives are to provide students with an understanding of how those social tools relate to the practice of strategic communications including marketing, advertising, public relations, and nonprofits, as well as the impact of the social media such as wikis, Twitter, YouTube, personal blogs, Facebook and other relevant tools. Students will participate in virtual community discourse, create content and interact with other professionals in the field and reflect critically on the experience. New applications and social networks will come and go. However, this course will help foster the skill of applying the core principles and practices of strategic communications to social media in productive, creative and intelligent ways. It will also encourage students to be flexible, open to new communication channels and willing to experiment.

Prerequisite(s): Take JMC-101

SC-220 DIGITAL CONTENT & ENGAGEMENT (3 Credits)
As the field of communication evolves, so too does the need to write well across platforms. This course explores various kinds of content development, social media engagement and writing touching on the fields of social media, web-based publications, public relations, and business communication.

Prerequisite(s): Take JMC-111

SC-301 STRATEGIC WRITING & PROFESSIONAL COMM (3 Credits)
This business writing course helps develop business writing and strategic communication skills by teaching and practicing a wide variety of writing initiatives. Students will also create and deliver professional quality oral presentations.

Prerequisite(s): Take ENG-101 or 102

SC-302 GLOBAL MARKETING & COMMUNICATION (3 Credits)
This course trains students to build successful global business relationships by studying other cultures and proper business training to understand the intricate processes of accomplishing business and strategic communications in a global environment. Set in the context of intercultural business communications, the focus will be on understanding the role of culture & language, cultural rules for establishing relationships, creating and organizing resonate messages, import and export laws, comparative management and communication styles, business protocol, etiquette and Franciscan business ethics, rooted in the tradition of Luca Paccioli.

SC-303 DIGITAL MARKETING (3 Credits)
This course underscores the importance that digital channels play in marketers’ media options while building a proficiency in new media channels and digital marketing. As new developments in the media landscape continue to impact marketers and communication specialists, the multi-channel work of new media presents companies with enormous opportunities and considerable challenges. Students will be able to understand new media and digital marketing options, including these opportunities and challenges, so they can harness the power of "Digi-Marketing" to grow a business in a strategic communications environment.
SC-304 SOCIAL MEDIA STRATEGY & ENGAGEMENT (3 Credits)
Social media continues to re-write the ways marketing communicators and businesses connect with customers. Social media today is the front door for any business; globally, consumers interact with brands and each other first on social media platforms, before visiting a company's website, an online merchant, or a retail store. Business-to-consumer marketers must now create engaging digital interactions that acknowledge and respect their customers’ voices and needs - or risk losing customers to more agile social media marketers. This course is designed to help you understand how a palette of digital interactions and resources - including content marketing, public relations, online advertising, and other marketing techniques - will equip you to build social media marketing strategies that captivate online customers. The course will also help you understand relevant industry structures, tools, and support resources that enable you to effectively participate in, and lead, a social media marketing process. Successful completion of the course will give you the insights, knowledge and practical skills to develop marketing strategies that leverage opportunities inherent in social media and consumer-to-consumer social interactions for achieving business goals. While social media has re-shaped how marketers share information across consumers and brands, all social media share three traits: they are always digital, they are always participatory, and they are always shareable. Note: this course is not a survey of online social media platforms that you know from using Facebook, Twitter, Instagram, Snapchat, TikTok, etc. Such topics are covered in SC 210. These platforms are important, but we will go beyond these platforms to broaden students' perspectives and train you to approach Social Media Marketing from a communications strategist’s viewpoint, rather than someone who tweets. To do this, we will look at audiences' social interactions, mechanisms (dashboard apps, analytic resources, etc.), various social media channels, and strategies and tools that you can use to market successfully on these platforms and track your programs' effectiveness.

SC-305 MEASUREMENT: SEO/SEM/ANALYTICS (3 Credits)
With ever-evolving communication technologies and communication tools, knowledge of SEO, SEM and analytics is increasingly important for communication practitioners. This course includes the basics of each with emphasis on implementation and evaluation.

SC-320 PRINC & PRACT OF PUB RELATIONS (3 Credits)
An introductory public relations course that examines the research assessments of the organization public relations environment, establishing goals and objectives, selecting appropriate courses of communication action, implementing those communication programs and evaluating performance. The goal is to familiarize students with the background and content of public relations management, helping them to understand the nature of managerial and ethical responsibilities of public relations practitioners.

SC-330 THE ADVERTISING CAMPAIGN (3 Credits)
The class will function as a full-service advertising agency in workshop format, encompassing an overview of advertising as the creative message in print, radio and television. Students will concentrate on the development of an advertising campaign for a particular client, readily demonstrating a strong command of media planning and research, layout, design, copywriting and conceptual thinking.

SC-340 ADVERTISING COPYWRITING: FINDING YOUR VOICE (3 Credits)
The focus of this class is the creative process through which advertising comes into being. By going through the conceptual, writing, visualization and executional steps, the student will gain an understanding of the way the creative process works: the strategic thinking, the drawing on reservoirs of knowledge from other liberal arts courses, the conceiving, the trial-and-error, the intense executional discipline, the reworking, polishing and refinement, and the final presentation of one's finished work, in printed form, to either one's creative director or your client.

SC-341 MULTIMEDIA COPYWRITING (3 Credits)
This course will teach you to write lean digital copy that fuels a content marketing strategy, and engages your audience in social media, infographics, website content, and online video. Our goal is to engage audiences - consumers, employees, donors and more - and to compel them to connect with your organization and its message beyond "likes." You will create messages that shape a brand story they'll remember.

SC-350 SPORTS STRATEGIC COMMUNICATION (3 Credits)
This course examines the world of professional and amateur athletics from the tangent of the strategic communication problems inherent in each of the major sports. It aims to provide a historical perspective on the commercialization of college and amateur athletics, as well as a critical look at professional sports in the western world and North America.

SC-355 SPORTS MEDIA RELATIONS (3 Credits)
This course shows how and when the sports industry needs PR experts. It examines how public relations issues arise in the sports business and how PR approaches and thinking may be used to solve them by exploring the connection between strategy and communication as they apply to sports and PR. The course teaches the strategic and critical thinking essential for PR work and explores other various skills necessary in sport communications, including specialized areas of the field.

SC-401 SPECIAL TOPICS IN STRAT COMM/DIG MEDIA (1-3 Credits)
The course gives students the opportunity for in-depth study of Strategic Communication and Digital Media-related issues and topics. Students may also arrange for planned independent study in Strategic Communication and Digital Media under the guidance of a faculty adviser. School permission required.

SC-401A SP TOP: COPYWRITING (3 Credits)
The course gives students the opportunity for in-depth study of Strategic Communication and Digital Media-related issues and topics. Students may also arrange for planned independent study in Strategic Communication and Digital Media under the guidance of a faculty adviser. School permission required.

SC-401B SP TOP: AD AGENCY LEADERSHIP (3 Credits)
The course gives students the opportunity for in-depth study of Strategic Communication and Digital Media-related issues and topics. Students may also arrange for planned independent study in Strategic Communication and Digital Media under the guidance of a faculty adviser. School permission required.

SC-420 PUBLIC RELATIONS CAMPAIGNS (3 Credits)
This upper-level public relations class examines various case studies of public relations campaign strategies. The general intent is to place the student in a managerial, decision-making role in which the primary requirement is to think in planning and program-execution terms. Further, the student will be introduced to the formal rules of strategy selection, once goals have been specified, by appeals to the literature base covering the subject of decision theory and management theory.

Prerequisite(s): Take JMC-320
SC-422 INTERNAL ORGANIZATIONAL RELATIONS (3 Credits)
This course will familiarize students with organizational relations and communication and to allow them to put what is learned into practice. Students will learn the various and numerous publics and audiences in an organization and how to interact and deal with each. Different organizations and different industries will be discussed. Students will have an opportunity to discuss their own experiences as well as examine how to put teachings into practice.
Prerequisite(s): Take JMC-320

SC-425 COMMUNICATION IN CONFLICT (3 Credits)
Communication in conflict will look at a history of conflict from organized labor to regional and world conflicts with a focus on crisis communication and planning. This class will also emphasize diversity in culture and other factors as an antecedent to conflict. New technologies, globalization, and current issues and crises will be discussed.
Prerequisite(s): TAKE JMC-111

SC-426 HEALTH COMMUNICATION (3 Credits)
Health communication will focus on stakeholders and publics in health care, the differences in communication in a health care setting, and the limitations and challenges with health communication. This class will also look at new technologies and current issues in health and sectors as well as worldwide public health concerns and trends as they relate to mass communication.
Prerequisite(s): TAKE JMC-111

SC-430 AAF CASE STUDY (3 Credits)
This course serves as the capstone advertising class, providing students with the opportunity to design a strategic advertising and media campaign for a corporate sponsor. Students present the finished campaign to various industry executive at the American Advertising Federation's National College Competition in the spring semester. This campaign project is recognized nationally as the "College World Series of Advertising."

SC-450 STORYTELLING WITH DATA (3 Credits)
Analytics, big data analysis and geographic information systems (GIS) have transformed the way the strategic communicators work. Growing dependence on visual displays of data to ease understanding of traditional communication concepts is the norm. Students will learn to present data and tell a story using numbers and associated graphics. Students will learn to use data in developing strategic communication campaigns both internal and external.
Prerequisite(s): Take JMC-399

SC-497 Agency Experience: Synapse I (3 Credits)
Synapse Matters offers students the opportunity to act as associates of a marketing communications consultancy in a business setting on campus. Students will learn valuable leadership, customer service and client relations, sales, budget and business skills. As with any wide-ranging consultancy, Synapse may draw on outside experts for lectures on specific subjects (e.g., law, ethics). Additionally, students will foster an atmosphere of service learning, teamwork and professionalism by working on both for-profit and not-for-profit campaigns with real clients.
Prerequisite(s): TAKE JMC-202

SC-497A SYNAPSE: SYMPHONIC THINKING IN ACTION (6 Credits)
Synapse Matters offers students the opportunity to act as associates of a marketing communications consultancy in a business setting on campus. Students will learn valuable leadership, customer service and client relations, sales, budget and business skills. As with any wide-ranging consultancy, Synapse may draw on outside experts for lectures on specific subjects (e.g., law, ethics). Additionally, students will foster an atmosphere of service learning, teamwork and professionalism by working on both for-profit and not-for-profit campaigns with real clients.

SC-498 Agency Experience: Synapse II (3 Credits)
Synapse Matters offers students the opportunity to act as associates/employees of a marketing communications consultancy in a business setting on campus. Students will learn valuable leadership, customer service and client relations, sales, budget and business skills. As with any wide-ranging consultancy, Synapse may draw on outside experts for lectures on specific subjects (e.g., law, ethics). Additionally, students will foster an atmosphere of service learning, teamwork, and professionalism by working on both for-profit and not-for-profit campaigns with real clients. This course continues the work of SC 497.
Prerequisite(s): TAKE SC-497

SC-499 COMPREHENSIVE EXPERIENCE (0 Credits)
Students in the Strategic Communication program will be expected to participate in a Program Assessment Comprehensive Interview in the fall of year four. The student is expected to select from a position and "apply" for a position. The student will then submit a cover letter, resume and portfolio for review by the assessment committee comprised of the faculty and alumni/professionals. Students will participate in professional etiquette seminars. In preparation for the interview, students will be expected to gather information about the company/organization, as would be expected in a professional environment. Students will be graded based on a comprehensive rubric. Students will either pass or fail. Students who fail will have until the end of spring year four to make suggested corrections and submit again. It is also expected that before students receive a grade for this course, all 400 internship hours are completed.
Restrictions: RG.71+

SC-499A COMPREHENSIVE EXPERIENCE (0 Credits)
Students in the Strategic Communication program will be expected to participate in a Program Assessment Comprehensive Interview in the fall of year four. The student is expected to select from a position and "apply" for a position. The student will then submit a cover letter, resume and portfolio for review by the assessment committee comprised of the faculty and alumni/professionals. Students will participate in professional etiquette seminars. In preparation for the interview, students will be expected to gather information about the company/organization, as would be expected in a professional environment. Students will be graded based on a comprehensive rubric. Students will either pass or fail. Students who fail will have until the end of spring year four to make suggested corrections and submit again. It is also expected that before students receive a grade for this course, all 400 internship hours are completed.