

JANDOLI SCHOOL OF COMMUNICATION

Founded in 1949 by Dr. Russell J. Jandoli (1918-1991)

Dean: Aaron Chimbel

Administrative Assistant: Kathy Boser

Faculty

A. Bulszewicz, B.A.
 A. Chimbel, M.S.
 K. DeSimone, Ph.D.
 H. Harris, M.F.A.
 P. Hoffmann, Ph.D.
 M. Jones-Kelley, M.S.
 D. Kassnoff, M.A.
 R. Lee, Ph.D.
 A. Lee, M.S.A.L.I.S
 C. Mackowski, Ph.D.
 C. McNall, J.D.
 M. Spong, B.A.
 D. Wilkins, Ph.D.
 K. Young, Psy.D.

The Jandoli School of Communication at St. Bonaventure has a long and rich history of graduating students who excel in whatever field they enter. We concentrate on teaching our students how to gather, analyze and communicate information, and we do it within the context of a broad liberal arts background while also supporting St. Bonaventure University's Mission and Franciscan Values (<http://www.sbu.edu/about-sbu/university-mission>).

Virtually every occupation values those skills, and our graduates use them in a variety of professions — journalism, public relations, advertising, broadcasting, digital enterprises, business, law, and more. Our professors have more than 400 years' experience in those areas and others.

We pride ourselves in weaving ethics into each of our courses because we believe the society we send our students into deserves the highest standards possible.

We emphasize developing competence in writing, editing and reporting applicable to the print, digital and broadcast media. Journalism majors have many opportunities to put theory into practice through such campus media outlets as The Bona Venture weekly newspaper, the SBU-TV campus TV station, SBU-TV sports, the WSBU-FM campus radio station, The Laurel literary magazine, The Intrepid online campus newspaper, BonaWire social media club, Kwerkworks student ad agency, and a host of campus organizations.

Strategic Communication features a 6 credit course that offers students the opportunity to act as members/employees of an advertising/PR/consultancy in an agency setting on campus. Strategic Communication has a sharp focus on digital and emerging media, ensuring that students receive exposure to cutting-edge communication channels and techniques, understanding how they're used and how they relate to traditional media.

The Jandoli School of Communication at St. Bonaventure University will continue to be nationally recognized because of its ability to:

- provide a highly personalized academic experience to our students in journalism, strategic communication, integrated marketing communications and leadership.
- attract faculty members who combine academic acumen and professional experience.
- ensure a curriculum that integrates ethics rooted in the Franciscan tradition while providing preparation 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.
- Journalism, BA (<https://catalog.sbu.edu/undergraduate/communication/journalism-mass-communication-ba>)
- Journalism, Minor (<https://catalog.sbu.edu/undergraduate/communication/journalism-mass-communication-minor>)
- Strategic Communication, BA (<https://catalog.sbu.edu/undergraduate/communication/strategic-communication-digital-media-ba>)
- Strategic Communication, Minor (<https://catalog.sbu.edu/undergraduate/communication/strategic-communication-digital-media-minor>)

Journalism & Mass Communication (JMC)

JMC-ELEC JMC ELECTIVE (4 Credits)

JMC-101 COMMUNICATION TODAY (3 Credits)

An overview of the rapidly changing fields of journalism and strategic communication, their history and their relationship to society. Areas covered include newspapers, magazines, broadcasting, public relations, advertising and how those areas and others are impacted by the move to digital media. The beginning course for all Journalism/Mass Communication majors and Strategic Communication and Digital Media majors and open as an elective to all other students.

JMC-102 LANGUAGE SKILLS FOR WRITERS (3 Credits)

Functions, responsibilities and techniques of editing; evaluation and processing of news.

Corequisite(s): TAKE JMC-101& PASS SKILLS TEST

Restrictions: RG.JMIN

JMC-110 PROFESSIONAL WRITING I: STYLE (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:CRAFT (3 Credits)

Building on skills and behaviors introduced in JMC 110, JMC 111 helps put the concept "Writing is important" into practice: Understand mechanics. Insist on clarity. Attend to detail. Know your audience. Meet deadlines. Be curious. Make good choices. Tell good stories. Demand excellence.

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 REPORTER'S NARRATIVE: STYLE (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.

Corequisite(s): TAKE ENG-102 or EQUIVALENT

JMC-202 REPORTER'S NARRATIVE: CRAFT (3 Credits)

Writing and reporting in-depth for all news platforms. Covers investigative research and interpretive journalism. Assignments stress interviewing and investigative techniques.

Corequisite(s): TAKE JMC-201

JMC-202H WRITING/REPORTING II HONORS (3 Credits)

Writing and reporting in-depth for newspapers and magazines. Covers investigative research and interpretive journalism relating to traditional and contemporary stylistic trends. Assignments stress extensive interviewing for publication.

Corequisite(s): TAKE JMC-201

Restrictions: RG.HON

JMC-209 SHORTHAND FOR JOURNALISTS (3 Credits)

An introduction to the Teeline shorthand system, a simple and logical method based on the alphabet. Students become proficient in taking accurate notes and develop a skill useful for all, not only journalists. The course concentrates on theory acquisition, speed-building and transcribing shorthand notes. Offered only when visiting professor available.

JMC-241 INTRODUCTION TO RADIO (3 Credits)

Intro to Radio will look at the operation of a typical radio station, from programming, sales, and promotions to the technology that makes it all happen. The course will also look at the history of radio with a special focus on current trends in the business, such as Internet radio, ownership consolidation, syndication, satellite programming, and regulatory changes.

JMC-245 VIDEO PRODUCTION (3 Credits)

Fundamentals of using visuals to tell news and feature stories. Concentrations will be on learning how to sequence a story visually with still pictures, then with field cameras and videotape. In addition, students will learn how to edit video shot in the field into finished stories.

Restrictions: RG.SCJMC

JMC-251 INTRO TO GRAPHIC DESIGN (3 Credits)

Students will be introduced to techniques and processes of creating artwork and graphic design on the computer. Students will get an overview of electronic image manipulation, illustration, and page layout and design.

JMC-261 PHOTOJOURNALISM I (3 Credits)

A basic course emphasizing photography from the journalistic perspective. Fundamentals of camera operation, exposure, lighting and composition. Introduction to Photoshop and the digital imaging process.

JMC-262 PHOTOJOURNALISM II (3 Credits)

This course builds upon the skills learned in JMC- 261. Principles and practices of journalistic photography, news, sports and feature photography. Picture story and photo essay. Combining words and pictures. Students are encouraged to shoot for on-and-off campus publications.

Prerequisite(s): TAKE JMC-261

Restrictions: RGC.105

JMC-263 SPORTS PHOTOJOURNALISM (3 Credits)

JMC-281 INTRODUCTION TO THE MAGAZINE (3 Credits)

Various types of magazines, including general interest, consumer and other specialized magazines are analyzed. Steps in producing a magazine are discussed. Research project involves selected magazine critiques, a magazine prospectus and creation of a dummy magazine. Editorial, business and mechanical procedures are considered. 3 Credits. Offered every other year.

JMC-291 CAMPUS MEDIA 1 (1 Credit)

At least 45 hours' work in beginner-level campus media positions must be accumulated over the semester. The course may be taken for two semesters, but a student may earn no more than 6 credits combined in Campus Media 1, 2, and 3. Graded on the pass-fail system.

Corequisite(s): TAKE JMC-102

Restrictions: RG.JMC

JMC-292 CAMPUS MEDIA 2 (2 Credits)

At least 90 hours' work in intermediate-level campus media positions must be accumulated over the semester. The course may be taken for two semesters, but a student may earn no more than 6 credits combined in Campus Media 1, 2, and 3. Graded on the pass-fail system.

Corequisite(s): TAKE JMC-102

Restrictions: RG.JMC

JMC-293 CAMPUS MEDIA 3 (3 Credits)

At least 135 hours' work in advanced-level campus media positions must be accumulated over the semester. The course may be taken for two semesters, but a student may earn no more than 6 credits combined in Campus Media 1, 2, and 3. Graded on the pass-fail system.

Corequisite(s): TAKE JMC-102

Restrictions: RG.JMC

JMC-300 MEDIA LAW (3 Credits)

The intersection of the law and communications – both the traditional media and legal areas relating to advertising. Major decisions of the U.S. Supreme Court and other courts relating to issues including the Internet, prior restraint, privacy, libel, copyright and broadcasting are considered. Ethical issues involved in the communications fields are also discussed.

JMC-300H MEDIA LAW HONORS (3 Credits)

The intersection of the law and communications – both the traditional media and legal areas relating to advertising. Major decisions of the U.S. Supreme Court and other courts relating to issues including the Internet, prior restraint, privacy, libel, copyright and broadcasting are considered. Ethical issues involved in the communications fields are also discussed.

Restrictions: RG.HON

JMC-301 ADV. EDITING (3 Credits)

Centers on the practical experience of running a copy desk and producing professional-quality newspaper pages. Refinement and speed is added to existing skills. The course also covers picture editing, typography, design and those computer skills required to oversee production of pages and sections. Students aim for the finished product and learning is by doing.

Prerequisite: JMC-202. 3 credits.

Corequisite(s): TAKE JMC-202

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, listserves, newsgroups and so on. Legal and ethical issues examined. Stress on writing practice.

Corequisite(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.

Corequisite(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.

Corequisite(s): TAKE JMC-202

JMC-315H PERSUASIVE WRITING/RHETORIC HONORS (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

Restrictions: RG.HON

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. Springing 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-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.

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.

Restrictions: RG.JMC

JMC-325 MEDIA & ENVIRONMENTAL AFFAIRS (3 Credits)

Media in environmental affairs will look at the way media have been used in environmental public relations campaigns and in environmental advocacy. The course will also examine how research is conducted, publics are decided, and campaigns are developed and evaluated. This class will also emphasize case studies of environmental campaigns. New technologies, worldwide ecotourism, and current issues will be discussed.

JMC-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.

JMC-340 BROADCAST REPORTING (3 Credits)

Fundamentals of broadcast news and sports writing and reporting. Areas covered will include learning how to write in broadcast style, writing into and out of sounds bites, selection of bites, use of natural sound throughout stories, writing to visuals, standups and learning how to sound professional and credible on the air.

Corequisite(s): TAKE JMC-245

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, class 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.

JMC-341A SP ST: SPORTS TV PRODUCTION (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, class 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.

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, class 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.

Corequisite(s): JMC-341

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.

Corequisite(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.

Corequisite(s): Take JMC-340

JMC-359 BASICS OF PHOTOSHOP (1 Credit)

This course provides students with an introductory level of familiarity with one of the most useful and most common software packages used in graphic design. A special emphasis will be placed on uses of the program for desktop publishing and Web publishing purposes. Prerequisite: JMC-202 or instructor's permission. 1 credit. Offered every other spring.

Corequisite(s): TAKE JMC-202

JMC-369 PHOTOGRAPHIC ART DIRECTION (1 Credit)

This course provides an introductory look at setting up photos for promotional purposes with an emphasis on their uses in public relations and advertising contexts. Prerequisite: JMC-202 or instructor's permission. 1 credit. Offered every other spring.

Corequisite(s): TAKE JMC-202

JMC-370 WEB COMMUNICATION (3 Credits)

(Majors only) Examines specifically how to manage a Web site in order to best meet an organization's goals as well as the needs of various audiences. Students create Web pages and Web sites, with a focus on content and design, applying important public relations principles such as credibility, organization and adaptability. JMC majors and minors, and Web Development minors only. Prerequisite: JMC-202. 3 credits. Offered annually.

Prerequisite(s): Take JMC-202

Restrictions: RG.JMIN

JMC-375 DIGITAL & SOCIAL MEDIA FOR JOURN & COMM (3 Credits)

Digital and social media continue to alter the way we live, work and study. Journalism and communications are among the leading fields participating in this exciting communication shift. For journalists, the use of these new media channels affects research, interviews, writing and promotion of news content. For communications professionals, these channels offer fresh considerations in areas such as public relations, advertising, marketing and employee relations. In addition to exploring these areas and issues, the course will also help students apply tools like Twitter, LinkedIn, wikis, and video sharing to journalism, communications and career preparation/networking. Prerequisites: JMC 111. 3 credits.

Corequisite(s): TAKE JMC-111

JMC-379 BASICS OF WEB DESIGN (1 Credit)

This course provides students with an introductory level of familiarity with software used for Web page design. Students will learn various design principles and apply them to create basic pages. Prerequisite: JMC-202 or instructor's permission. 1 credit. Offered every other spring.

Corequisite(s): TAKE JMC-202

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.

Corequisite(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.JMIN

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-401C Sp Top: Intro to Filmmaking (3 Credits)**JMC-401D SP.STUDIES IN J/MC: EVENTS MANAGEMENT (3 Credits)****JMC-401G SP.STUDIES: DIGITAL MEDIA (3 Credits)**

Corequisite(s): TAKE JMC-102

JMC-401I SP TOP: IN THE GALLERY (3 Credits)

Restrictions: RG.56+

JMC-401J SP TOP:BLDG-BRAND AS-BLOGGER (1-3 Credits)

Corequisite(s): JMC-202

Restrictions: RG.JMC

JMC-401K SP TOP: NEWS PRODUCING (3 Credits)**JMC-401L SP TOPIC: ADVANCED FILMMAKING (3 Credits)**

Prerequisite(s): TAKE JMC-401C

JMC-401M Sp Top: Society & Digital Life (3 Credits)**JMC-401N Sp Top: Digital World (3 Credits)****JMC-401O Sp Top: Copywriting (3 Credits)****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-401Q SP TOP: THE JOURNALISTS' WORKSHOP (6 Credits)**JMC-401R SP TOP: ADVANCED CREATIVE NON-FICTION (3 Credits)****JMC-401S SP TOP: BUILDING A BRAND AS A BLOGGER (3 Credits)****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-410 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.

Corequisite(s): TAKE JMC-202

Restrictions: RG.41+

JMC-411 OPINION WRITING (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-312

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.

Corequisite(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.

Corequisite(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-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

JMC-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

JMC-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.

Corequisite(s): TAKE JMC-111

JMC-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.

Corequisite(s): TAKE JMC-111

JMC-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."

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.

Corequisite(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.

Corequisite(s): JMC-340

JMC-445 DOCUMENTARY (3 Credits)

Students will demonstrate their ability to bring together multimedia journalist 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.

Corequisite(s): Take JMC-202 & JMC-245

JMC-449 SEMESTER IN THE NEWSROOM (9 Credits)

Semester in the Newsroom will parallel the professional experience of producing a daily television newscast. The course will involve writing, reporting, anchoring and technical production of a daily newscast to be carried on SBU-TV and area cable systems. Focus will be on developing skills that will allow immediate movement into professional TV news positions. Prerequisites: JMC-245 and JMC-340. Post-requisite: Internship with a television department between junior and senior years. 9 credits.

Corequisite(s): TAKE JMC-245 and JMC-340

JMC-449L SEMESTER IN THE NEWSROOM LAB (6 Credits)

Semester in the Newsroom will parallel the professional experience of producing a daily television newscast. The course will involve writing, reporting, anchoring and technical production of a daily newscast to be carried on SBU-TV and area cable systems. Focus will be on developing skills that will allow immediate movement into professional TV news positions. Prerequisites: JMC-245 and JMC-340. Post-requisite: Internship with a television department between junior and senior years. 6 credits.

Corequisite(s): TAKE JMC-245 and JMC-340

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

Restrictions: RG.SCJMC

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-481 BRIT/AMER MEDIA & CULT (3 Credits)

From Hollywood Boulevard to Fleet Street, from Buckingham Palace to the White House: a lively transatlantic look at the media of two nations and how they both continue to define each other's cultures. British tutors and international guest speakers. Designed for students of all disciplines 3 credits. Offered every other year

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 SENIOR CAPSTONE (3 Credits)

In this course the student produces a project in a communication field under the direction of the instructor. The project may be either a traditional research-oriented thesis or reflective of the student's area of interest based on the school's curriculum.

Restrictions: RG.86+

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-101 INTRO TO STRATEGIC COMMUNICATION (3 Credits)**

This overview course covers strategic communication in corporate, agency, and nonprofit environments. It provides a foundation for professional communicators, soon to enter the work force, who need to create marketing and advertising messages, public relations and reputation management initiatives, social media plans, advertising copywriting requirements, public relations plans, digital media priorities or other strategic communications outreach efforts for their organizations. Special focus on corporate presentations, legal issues in strategic communication and Franciscan business ethics will be covered.

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.

Corequisite(s): Take JMC-101

SC-220 DIGITAL PORTFOLIO & CAREER READINESS (3 Credits)

In this class, students learn the importance of designing a digital portfolio, perhaps the most critical and mandatory vehicle demonstrating a business communicator's skill and accomplishment in the strategic communications arena, as one readies oneself for one's career. The following areas of concentration are explored in this class: digital portfolio formatting, an evaluation of the students' professional communications strengths and weaknesses as they apply to the format of the digital portfolio, identifying one's audience and truly focusing on them, how to organize one's work and how to get images of 3D and oversized work into one's portfolio. In addition, one will learn what agencies are looking for in a digital portfolio and how others have prepared for careers using digital portfolios as the centerpieces for career opportunities. Finally, this course will focus on resume writing, interviewing skills, job searching techniques specific to the communications, marketing, and agency fields and online and offline networking in the business environment.

Corequisite(s): Take JMC-101

Restrictions: RG.45+

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 from professional online communications, including memos and business reports, electronic media kits and press releases, presentations, web site content, copywriting for advertising, white papers, and corporate proposals. The writing and presenting will include crafting and delivering corporate proposals, market research reports, creative briefs, agency internal & external documents and job-search communications. Addressing today's marketplace, guides the student through the process of creating and presenting a substantial and strategic business report. The goal is to provide every strategic communications student with the opportunity and skill to communicate clearly and persuasively with various constituent groups.

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-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 COPYWRITING (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-350 SPORTS STRATEGIC COMMUNICATION (3 Credits)**SC-355 SPORTS MEDIA RELATIONS (3 Credits)****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-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.

Corequisite(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.

Corequisite(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-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.

Corequisite(s): TAKE JMC-202

SC-497A Agency Experience: Synapse I (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.

Corequisite(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.