

# JOURNALISM + TECH COMMUN-JTC (JTC)

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## JTC 100 Media in Society (GT-SS3) Credits: 3 (3-0-0)

**Course Description:** Role of media in American democracy; impact of media on individuals and society.

**Prerequisite:** None.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**Additional Information:** Social & Behavioral Sciences 3C, Human Behavior, Culture, or Social Frameworks (GT-SS3).

## JTC 192 Journalism Seminar Credit: 1 (0-0-1)

**Course Description:** Introduction to curriculum and career options for journalism and media communication majors.

**Prerequisite:** None.

**Registration Information:** Journalism and media communication majors only. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

## JTC 200 Professional Writing Credits: 3 (1-0-2)

**Course Description:** Basic elements of writing for professional and specialized audiences.

**Prerequisite:** CO 150 or HONR 193.

**Registration Information:** Must register for lecture and recitation.

**Terms Offered:** Fall, Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

## JTC 203 Television Studio Production Credit: 1 (0-0-1)

**Course Description:** Hands-on application of the skills needed to produce programs in a television studio.

**Prerequisite:** None.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

## JTC 204 Radio Operations Credits: 3 (2-0-1)

**Course Description:** Hands-on application of the skills needed to operate a radio station. Focus on web-based broadcasting and podcasting; become certified 90.5 KCSU DJs, podcasters, and reporters.

**Prerequisite:** None.

**Registration Information:** Must register for lecture and recitation. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

## JTC 210 Newswriting Credits: 3 (1-2-0)

**Course Description:** Theory and practice in newswriting.

**Prerequisite:** None.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

## JTC 211 Visual Communication Credits: 3 (2-2-0)

**Course Description:** Theory and techniques for visually presenting information in various media industries.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** Yes.

## JTC 220 News, Truth, and Deception Credits: 3 (3-0-0)

**Course Description:** Distinguish truthful reporting from propaganda to become more discerning news consumers.

**Prerequisite:** JTC 100.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

## JTC 270 Analyzing Data in Journalism and Media Credits: 3 (2-0-1)

**Course Description:** Application of quantitative concepts and methodologies of data analysis to investigation of media and communication problems.

**Prerequisite:** None.

**Registration Information:** Must register for lecture and recitation. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

## JTC 300 Strategic Writing and Communication (GT-CO3) Credits: 3 (2-0-1)

**Course Description:** Enhance strategic writing and presentation skills with established professional communication techniques. Develop expertise interpreting and simplifying ideas and concepts. Create content that is relevant across academic majors and career fields, and adaptable in traditional and digital communication.

**Prerequisite:** CO 150 or HONR 193.

**Registration Information:** Must register for lecture and recitation. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**Additional Information:** Advanced Writing 2, Advanced Writing (GT-CO3).

## JTC 301 Corporate and Professional Communication (GT-CO3) Credits: 3 (2-0-1)

**Course Description:** Principles and practice of effective corporate communication with emphasis on written professional reports.

**Prerequisite:** CO 150 or HONR 193.

**Registration Information:** Must register for lecture and recitation. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**Additional Information:** Advanced Writing 2, Advanced Writing (GT-CO3).

## JTC 305 Media and Global Cultural Identity Credits: 3 (3-0-0)

**Course Description:** Examines cultural diversity and how the media influences cultural identities.

**Prerequisite:** None.

**Registration Information:** Sophomore standing. Sections may be offered: Online.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 308 Mobile Media Technology and Communication Credit: 1 (1-0-0)**

**Course Description:** Using mobile technology as a tool in journalism.

**Prerequisite:** None.

**Registration Information:** Sophomore standing.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 310 Copy Editing Credits: 3 (2-2-0)**

**Course Description:** Theory of copy preparation and editing; publication layout.

**Prerequisite:** JTC 210.

**Registration Information:** Sophomore standing. Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 311 History of Media Credits: 3 (3-0-0)**

**Course Description:** Media development, growth, trends within context of political, social, and economic change.

**Prerequisite:** None.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 316 Multiculturalism and the Media Credits: 3 (3-0-0)**

**Course Description:** Media and multiculturalism with emphasis on race, ethnicity, and other protected groups.

**Prerequisite:** None.

**Registration Information:** Sophomore standing. Sections may be offered: Online. Credit not allowed for both JTC 316 and ETST 316.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 319 Science and Environmental Communication Credits: 3 (3-0-0)**

**Course Description:** Concepts and skills related to the process and products of science communication in journalism, advocacy, strategic communication, and online media.

**Prerequisite:** JTC 210.

**Registration Information:** Sophomore standing. Sections may be offered: Online.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 320A Reporting: General News Credits: 3 (1-4-0)**

**Course Description:** Theory, methods, and practices for gathering information and reporting news.

**Prerequisite:** JTC 210.

**Registration Information:** Students may take JTC 320 only once for credit.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 320B Reporting: Sports Credits: 3 (1-4-0)**

**Course Description:** Theory, methods, and practices for gathering information and reporting news.

**Prerequisite:** JTC 210.

**Registration Information:** Students may take JTC 320 only once for credit.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 320C Reporting: Business Credits: 3 (1-4-0)**

**Course Description:** Theory, methods, and practices for gathering information and reporting news.

**Prerequisite:** JTC 210.

**Registration Information:** Students may take JTC 320 only once for credit.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 320D Reporting: Government and Political Credits: 3 (1-4-0)**

**Course Description:** Theory, methods, and practices for gathering information and reporting news.

**Prerequisite:** JTC 210.

**Registration Information:** Students may take JTC 320 only once for credit.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 320H Reporting: Special Topics Credits: 3 (1-4-0)**

**Course Description:** Theory, methods, and practices for gathering information and reporting news.

**Prerequisite:** JTC 210.

**Registration Information:** Students may take JTC 320 only once for credit.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 326 Online Storytelling and Audience Engagement Credits: 3 (2-2-0)**

**Course Description:** Production, theory, and techniques in online and mobile device storytelling, information sharing, and audience engagement.

**Prerequisite:** JTC 210 and JTC 211.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 328 Feature Writing Credits: 3 (3-0-0)**

**Course Description:** Learn to craft memorable stories for all media about interesting people and specialized interests including travel, leisure, art, nature, sports, food, music, work, careers, environment, technology, and health, among others.

**Prerequisite:** JTC 210.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 335 Photography Credits: 3 (2-2-0)**

**Course Description:** Basic photographic theory and practice using cameras and image processing technology.

**Prerequisite:** JTC 211.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** Yes.

**JTC 340 Video Editing Credits: 3 (2-2-0)**

**Course Description:** Theory and technique of editing picture and sound on digital platforms.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** Yes.

**JTC 341 TV News Writing, Reporting and Producing Credits: 3 (2-2-0)**

**Course Description:** Practical application of principles, theory, and methods used in television newswriting, reporting, and producing.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory.

**Terms Offered:** Fall, Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** Yes.

**JTC 342 Writing for Visual Media Credits: 3 (2-2-0)**

**Course Description:** Audience and subject research; script structure and development; narrative techniques; visual story and role of visual media as change agents.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 344 Fact to Fiction Credits: 3 (3-0-0)**

**Course Description:** Crafting clear, precise prose in reporting the news and researching and writing long-form fiction.

**Prerequisite:** JTC 211.

**Registration Information:** Sophomore standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 345 Video Production Credits: 3 (2-2-0)**

**Course Description:** Theory and techniques of video field production emphasizing news, current affairs, and special interest programs.

**Prerequisite:** JTC 340.

**Restriction:** Must not be a: Freshman.

**Registration Information:** Sophomore standing. Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** Yes.

**JTC 346 Narrative Filmmaking Credits: 3 (2-2-0)**

**Course Description:** The tools, techniques, and production of narrative filmmaking. Explore the process—from the transformation of an idea into an on-screen story, to the intricacies of promotion and distribution—and every detail in the process.

**Prerequisite:** JTC 340.

**Registration Information:** Must register for lecture and laboratory.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 347 Audio Production Credits: 3 (3-0-0)**

**Course Description:** Principles of audio recording, production, and editing by recording music and creating audio journalism.

**Prerequisite:** JTC 210.

**Registration Information:** Junior Standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 348 Producing Podcasts Credits: 3 (3-0-0)**

**Course Description:** Writing and producing podcasts and podcast series.

**Prerequisite:** JTC 100.

**Registration Information:** Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 350 Public Relations and Advertising Credits: 3 (3-0-0)**

**Course Description:** The theory and practice of public relations and advertising, as well as its impact on audiences and society. Examines the profession; concepts, issues, and principles in the practice; and models and theories guiding the practice. Key topics include media relations, brand management, message strategy, audience analysis, and the use of digital and social media platforms.

**Prerequisite:** JTC 100.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 351 Writing for PR and Advertising Credits: 3 (2-2-0)**

**Course Description:** Principles and techniques for the development of creative strategies, concepts, and writing of effective strategic communication messages for all types of media related to public relations (PR) and advertising.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 352 University Public Relations Credit: 1 (1-0-0)**

**Course Description:** Overview of a multi-faceted university public relations operation, constituencies, staff, management and products.

**Prerequisite:** None.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 353 Communications Campaigns Credits: 3 (3-0-0)**

**Course Description:** Development of professional communications programs, including analysis and research, strategy, implementation and evaluation.

**Prerequisite:** (JTC 210) and (JTC 350 or JTC 355 or JTC 365).

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 354 Crisis Communication Credits: 3 (3-0-0)**

**Course Description:** Strategies and skills to help organizations and brands navigate issues and crisis situations, ranging from social media backlash to public relations disasters.

**Prerequisite:** JTC 210.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 355 Advertising Credits: 3 (3-0-0)**

**Course Description:** Advertising principles and techniques used to develop effective advertising campaigns.

**Prerequisite:** None.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 356 Advertising Creativity and Copywriting Credits: 3 (3-0-0)**

**Course Description:** Advertising planning, and production for traditional, online, and social media.

**Prerequisite:** (JTC 211) and (JTC 350 or JTC 355).

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 357 Persuasion in Strategic Communication Credits: 3 (3-0-0)**

**Course Description:** Theoretical issues in the study of persuasion and its application in creating advertising campaigns.

**Prerequisite:** JTC 350 or JTC 355.

**Registration Information:** Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 358 Advertising Media Buying and Selling Credits: 3 (3-0-0)**

**Course Description:** Principles of advertising, planning, assessment and sales for client, agency and media organization personnel.

**Prerequisite:** JTC 211 and JTC 355.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 359 Strategic Communication Research Credits: 3 (3-0-0)**

**Course Description:** Essential research methods used in fields such as public relations, advertising, social media management, and corporate communications. Equips students with the skills to critically evaluate existing research and conduct studies to support effective communication strategies. Topics include the research process, measurement, sampling, ethics, and methods like content analysis, surveys, interviews, and experiments.

**Prerequisite:** JTC 210.

**Restriction:** Must not be a Freshman.

**Registration Information:** Sophomore standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 361 Writing for Specialized Magazines Credits: 3 (2-2-0)**

**Course Description:** Writing articles for agricultural, business, hobby, technical, trade, and other specialized periodicals whose readers use information to make decisions.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory.

Sections may be offered: Online.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 363 Data Journalism Credits: 3 (3-0-0)**

**Course Description:** Computer assisted journalistic reporting.

**Prerequisite:** JTC 211.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 371 Publications Design and Production Credits: 3 (2-2-0)**

**Course Description:** Principles of producing publications for print and electronic delivery, including newspapers, magazines, newsletters, brochures, and printed ephemera.

**Prerequisite:** JTC 211.

**Registration Information:** Must register for lecture and laboratory.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 372 Web Design and Development Credits: 3 (2-2-0)**

**Course Description:** Design, development, and management of World Wide Web content.

**Prerequisite:** JTC 211.

**Registration Information:** Junior standing. Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 373 Digital Promotion Management Credits: 3 (3-0-0)**

**Course Description:** How organizations use digital technologies for advertising, publicity, promotional, and information purposes.

**Prerequisite:** JTC 211.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 374 Social Media Management Credits: 3 (3-0-0)**

**Course Description:** Organizational uses of interactive media to build relationships and manage online communities.

**Prerequisite:** JTC 211.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 375 Media Analytics and Social Listening Credits: 3 (3-0-0)**

**Course Description:** Explore ways to better understand the habits and trends of users of websites, social media platforms, apps, and other digital services. Use analytics software, discerning useful data from "vanity analytics," and digital research techniques beyond analytics dashboards.

**Prerequisite:** JTC 359.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 386 Communication Practicum Credit: 1,3 (0-0-0)**

**Course Description:** Practicum in using the different communication tools that comprise student media.

**Prerequisite:** None.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 410 Newspaper Editing Credits: 2 (2-0-0)**

**Course Description:** Editorial techniques, responsibilities, news evaluation.

**Prerequisite:** JTC 310.

**Term Offered:** Fall.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 411 Media Ethics and Issues Credits: 3 (3-0-0)**

**Course Description:** Professional ethics, issues of media performance and of the relation of media systems to the social systems.

**Prerequisite:** None.

**Restriction:** Must be a: Junior, Senior, Senior - 5yr Bachelor, Senior - Post Bachelor, Senior - Second Bachelor.

**Registration Information:** Junior or senior standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 412 International Mass Communication Credits: 3 (3-0-0)**

**Course Description:** Media communication systems, their roles throughout the world; news flow; propaganda in national development; role of foreign correspondents.

**Prerequisite:** None.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 413 New Media Trends and Society Credits: 3 (3-0-0)**

**Course Description:** Information and communications technology (ICT) as a result of the creation, evolution, and future of the internet. Related telecommunication technologies such as telephony, broadcasting, teleconferencing, virtual realities, and cloud computing. Internet applications such as social networking, games, and teleconferencing are analyzed in terms of social effects, diversity, and inclusiveness. Key communication theories related to ICT. Social issues transcending tech boundaries.

**Prerequisite:** JTC 100 to 499XX - at least 3 credits.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 414 Media Effects Credits: 3 (3-0-0)**

**Course Description:** Perspectives on audience processes and media effects on individuals and society.

**Prerequisite:** None.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 415 Communications Law Credits: 3 (3-0-0)**

**Course Description:** Constitutional, statutory law of political speech, obscenity, advertising, libel, privacy, copyright, information ownership and access.

**Prerequisite:** None.

**Restriction:** Must be a: Junior, Senior, Senior - 5yr Bachelor, Senior - Post Bachelor, Senior - Second Bachelor.

**Registration Information:** Junior or senior standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 416 Global Communication Technologies Credits: 3 (3-0-0)**

**Course Description:** Broad-based survey of evolving and emergent global communication technologies.

**Prerequisite:** JTC 210.

**Registration Information:** Required field trips.

**Term Offered:** Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 417 Data Visualization Design Credits: 3 (2-0-1)**

**Course Description:** Creation of static and motion infographics, animations, maps and other visual media using specialized software that incorporates the principles and concepts of data visualization, and interactive design.

**Prerequisite:** JTC 211.

**Registration Information:** Junior standing. Must register for lecture and recitation. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 418 Journalism, Peace, and War Credits: 3 (3-0-0)**

**Course Description:** How the news media can contribute to a more harmonious world, more frequent conflict resolution, and the general well-being of all people.

**Prerequisite:** None.

**Registration Information:** Junior, senior, or graduate standing.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 419 Food and Natural Resources Communication Credits: 3 (3-0-0)**

**Course Description:** Natural resources issues and the role of news media, PR, and advertising and how people form beliefs about food and natural resources in communication.

**Prerequisite:** None.

**Registration Information:** Junior, senior, or graduate standing.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 420 Advanced Reporting Credits: 3 (1-4-0)**

**Course Description:** Advanced techniques for gathering and evaluating information; interpretive reporting of public affairs issues.

**Prerequisite:** JTC 310 and JTC 211 or JTC 320A or JTC 320B or JTC 320C or JTC 320D or JTC 320H.

**Registration Information:** Must register for lecture and laboratory.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 421 Media, Business, and Economics Credits: 3 (3-0-0)**

**Course Description:** Media coverage of U.S. and global businesses, economies, markets, recessions, crime, and government regulation.

**Prerequisite:** None.

**Registration Information:** Junior standing. Business Minor enrollment recommended.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 422 Entrepreneurial Journalism Credits: 3 (3-0-0)**

**Course Description:** The concepts and practices of developing media content solutions for the digital age.

**Prerequisite:** JTC 326.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 425 Strategic Multicultural Communication Credits: 3 (3-0-0)**

**Course Description:** Identify, formulate and implement effective strategies in integrated advertising and communication campaigns to effectively connect with individuals of Hispanic/Latino, African-American and Asian descent as well as the LGBT sub-segments of the general market in the U.S.; consideration of the globalized marketplace and consumers across under-served markets internationally.

**Prerequisite:** JTC 326.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 427 Motion Graphics Design Credits: 3 (3-0-0)**

**Course Description:** Theory and practice of motion graphics integrating animation and design principles, as well as visual#storytelling#using storyboards, camera composition and scene sequencing techniques.

**Prerequisite:** JTC 326.

**Registration Information:** Sophomore standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 430 Advanced Documentary Photography Credits: 3 (2-2-0)**

**Course Description:** Conceptualization, production, and editing of photographic documentaries.

**Prerequisite:** JTC 326 and JTC 335.

**Registration Information:** Must register for lecture and laboratory.

Sections may be offered: Online.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 433 Advanced Video Editing Credits: 3 (3-0-0)**

**Course Description:** Professional video editing practices, theories, and techniques with practical applications using current hardware and software.

**Prerequisite:** JTC 345.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 435 Documentary Video Production Credits: 3 (2-3-0)**

**Course Description:** Writing, directing, and editing of long-form television documentaries.

**Prerequisite:** JTC 345.

**Registration Information:** Must register for lecture and laboratory.

**Term Offered:** Fall.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** Yes.

**JTC 440 Advanced Media Production Credits: 3 (2-2-0)**

**Course Description:** Techniques and concepts used in advanced media production for television, film and video.

**Prerequisite:** JTC 345.

**Registration Information:** Must register for lecture and laboratory.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** Yes.

**JTC 450 Public Relations Cases Credits: 3 (3-0-0)**

**Course Description:** Analysis of specializations in the field; use of media to achieve objectives with target audiences.

**Prerequisite:** JTC 350.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 451 Integrated Communication Campaigns Credits: 3 (3-0-0)**  
**Course Description:** The phases involved in creating a strategic communication campaign, including research, planning, implementation and evaluation.  
**Prerequisite:** JTC 351 or JTC 359.  
**Restriction:** Must not be a: Freshman, Sophomore.  
**Registration Information:** Junior standing. Sections may be offered: Online.  
**Terms Offered:** Fall, Spring.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 454A Study Abroad: International Media Studies–Europe Credits: 3 (2-0-1)**  
**Course Description:** Field survey of international media systems, technologies, and providers in diverse national and regional cultures.  
**Prerequisite:** None.  
**Registration Information:** Junior standing. Written consent of instructor.  
**Term Offered:** Summer.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 454B Study Abroad: International Media Studies–Australia and NZ Credits: 3 (0-0-3)**  
**Course Description:** A field survey of international media systems, technologies, and providers in diverse national and regional cultures.  
**Prerequisite:** None.  
**Term Offered:** Spring.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 456 Documentary Film as a Liberal Art Credits: 3 (2-2-0)**  
**Also Offered As:** LB 456.  
**Course Description:** Documentary film and its role in human history, culture, and social interaction.  
**Prerequisite:** None.  
**Restriction:** Must be a: Junior, Senior, Senior - 5yr Bachelor, Senior - Post Bachelor, Senior - Second Bachelor.  
**Registration Information:** Credit not allowed for both JTC 456 and LB 456.  
 Junior or senior standing. Must register for lecture and laboratory.  
**Term Offered:** Fall.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 460 Senior Capstone Credits: 3 (3-0-0)**  
**Course Description:** Integration and reflection for seniors with a career component that will prepare them for the job market.  
**Prerequisite:** (JTC 326) and (JTC 420 or JTC 422 or JTC 425 or JTC 427 or JTC 430 or JTC 433 or JTC 435 or JTC 440 or JTC 451 or JTC 470 or JTC 472).  
**Restriction:** Must not be a: Freshman, Sophomore, Junior.  
**Registration Information:** Senior standing. Sections may be offered: Online.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 461 Writing About Science, Health and Environment Credits: 3 (2-2-0)**  
**Course Description:** Writing about science, health, and the environment for lay audiences from a journalistic perspective.  
**Prerequisite:** JTC 210 or JTC 300 or LB 300.  
**Registration Information:** Must register for lecture and laboratory.  
**Term Offered:** Fall.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** No.

**JTC 465 Specialized and Technical Editing Credits: 3 (2-2-0)**  
**Course Description:** Editorial purpose, techniques, and evaluation of specialized and technical print and online information.  
**Prerequisite:** (JTC 210 or JTC 300 or LB 300) and (JTC 211) and (JTC 461 or JTC 464).  
**Registration Information:** Must register for lecture and laboratory.  
**Term Offered:** Spring.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** No.

**JTC 470 Immersive Storytelling Credits: 3 (3-0-0)**  
**Course Description:** Examining and developing immersive storytelling techniques and products that are applied to a single topic, entity or organization.  
**Prerequisite:** JTC 326.  
**Registration Information:** Junior standing. Sections may be offered: Online.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 471 Research for Public Communicators Credits: 3 (3-0-0)**  
**Course Description:** Skills, knowledge and strategies needed to read, interpret, evaluate, and communicate about research reports across diverse fields.  
**Prerequisite:** STAT 000 to 9999 - at least 1 course or ST 000 to 9999 - at least 1 course or STCC 000 to 9999 - at least 1 course.  
**Registration Information:** Credit not allowed for both JTC 471 and JTC 500.  
**Term Offered:** Spring.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** No.

**JTC 472 Advanced Web Design and Development Credits: 3 (2-0-1)**  
**Course Description:** Advanced web programming and scripting languages used commonly in developing rich content for visual narratives.  
**Prerequisite:** JTC 211 and JTC 372.  
**Registration Information:** Sophomore standing. Must register for lecture and recitation. Sections may be offered: Online.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 475 News Literacy Credits: 3 (3-0-0)**  
**Course Description:** Discerning truthful reporting from propaganda to become critical analysts.  
**Prerequisite:** None.  
**Registration Information:** Junior standing. Sections may be offered: Online.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 484 Supervised College Teaching Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Registration Information:** A maximum of 10 combined credits for all 384 and 484 courses are counted towards graduation requirements.**Terms Offered:** Fall, Spring.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 487 Internship Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Registration Information:** Written consent of department. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** S/U Sat/Unsat Only.**Special Course Fee:** No.**JTC 490 Workshop Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Term Offered:** Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 495A Independent Study: Electronic Reporting Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 495B Independent Study: Editing Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 495C Independent Study: Photojournalism Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 495D Independent Study: Public Relations Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 495E Independent Study: Readings Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 495F Independent Study: Reporting Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 495G Independent Study: Technical Communication Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 496 Group Study Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 500 Communication Research and Evaluation Methods Credits: 3 (3-0-0)****Course Description:** Communication research and evaluation methodologies for assessing and improving communication in technology environments.**Prerequisite:** None.**Restriction:** Must be a Graduate.**Registration Information:** Sections may be offered: Online. Credit not allowed for both JTC 471 and JTC 500.**Term Offered:** Fall.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 501 Process and Effects of Communication Credits: 4 (4-0-0)****Course Description:** Examination of communication theory including communicator credibility, messages, channels, audiences, and information, behavior, and attitude change.**Prerequisite:** None.**Restriction:** Must be a Graduate.**Registration Information:** Written consent of instructor. Sections may be offered: Online.**Term Offered:** Fall.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 505 Advanced Professional Writing Credits: 3 (3-0-0)****Course Description:** How communication in the corporate, business, and professional world is changing as a result of technology and globalization.**Prerequisite:** None.**Restriction:** Must be a Graduate.**Registration Information:** Graduate standing. Sections may be offered: Online.**Grade Mode:** Traditional.**Special Course Fee:** No.

**JTC 511 Corporate Media Ethics and Issues Credits: 3 (3-0-0)****Course Description:** Professional ethics in corporate and media settings.**Prerequisite:** None.**Registration Information:** Graduate standing. Offered as an online course only.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 513 Impacts of New Communication Technologies Credits: Var[1-2] (0-0-0)****Course Description:** Current topics and issues regarding uses and impacts of video and computer-based communication technologies.**Prerequisite:** None.**Terms Offered:** Fall, Spring.**Grade Modes:** S/U within Student Option, Trad within Student Option.**Special Course Fee:** No.**JTC 517 Advanced Information Graphics Credits: 3 (3-0-0)****Course Description:** Explore the use of data visualization within charts, graphs and other visual elements to provide effective visual storytelling using animation and interactivity.**Prerequisite:** None.**Restriction:** Must be a: Graduate.**Registration Information:** Graduate standing. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 522 Media Communication Innovation Credits: 3 (3-0-0)****Course Description:** The concepts and practices of developing media content solutions for the digital age.**Prerequisite:** JTC 500 to 599 - at least 3 credits.**Restriction:** Must be a: Graduate.**Registration Information:** Graduate standing. Sections may be offered: Online.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 526 Digital Media Writing and Production Credits: 3 (3-0-0)****Course Description:** Writing and producing media content that will be delivered via a variety of communication channels to diverse publics.**Prerequisite:** None.**Registration Information:** Graduate standing. Sections may be offered: Online.**Term Offered:** Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 535 Electronic Media Regulation and Policy Credits: 3 (3-0-0)****Course Description:** Role of legislators, regulatory agencies, judiciary and public in the evolution of U.S. broadcast and digital media. Implications for free press.**Prerequisite:** None.**Term Offered:** Fall.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 536 Organizational and Commercial Photography Credits: 3 (3-0-0)****Course Description:** Organizational, commercial, aesthetic, artistic and ethical considerations in photography.**Prerequisite:** None.**Restriction:** Must be a: Graduate.**Registration Information:** Graduate standing. Sections may be offered: Online.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 540 Corporate Digital Video Editing Credits: 3 (3-0-0)****Course Description:** Advanced theory and techniques of digital video editing in a corporate setting.**Prerequisite:** None.**Registration Information:** Graduate standing. Offered as an online course only.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 544 Corporate and Institutional Media Production Credits: 3 (2-3-0)****Course Description:** Advanced techniques in media production and management in corporate and institutional settings.**Prerequisite:** None.**Registration Information:** Must register for lecture and laboratory.**Term Offered:** Spring.**Grade Mode:** Traditional.**Special Course Fee:** Yes.**JTC 545 Organizational Media Production Credits: 3 (3-0-0)****Course Description:** Incorporation of multimedia content in video production in governmental, corporate and institutional media production.**Prerequisite:** None.**Registration Information:** Graduate standing. Sections may be offered: Online.**Term Offered:** Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 550 Public Relations Credits: 3 (3-0-0)****Course Description:** Contemporary public relations principles and practices.**Prerequisite:** None.**Registration Information:** Graduate standing. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 555 Advertising and Marketing Communication Credits: 3 (3-0-0)****Course Description:** Advertising and marketing communication principles and techniques used to develop effective strategic campaigns.**Prerequisite:** None.**Restriction:** Must be a: Graduate.**Registration Information:** Graduate standing. Sections may be offered: Online.**Grade Mode:** Traditional.**Special Course Fee:** No.

**JTC 560 Managing Communications Systems Credits: 3 (3-0-0)**  
**Course Description:** Examination of role, responsibilities of communication managers in translating theory into effective, applied communication programs.  
**Prerequisite:** None.  
**Registration Information:** Written consent of instructor.  
**Term Offered:** Spring.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** No.

**JTC 568A Journalism for High School Advisers: Journalism Concepts Credits: Var[1-3] (0-0-0)**  
**Course Description:**  
**Prerequisite:** None.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** No.

**JTC 568B Journalism for High School Advisers: Newspapers Credits: Var[1-3] (0-0-0)**  
**Course Description:**  
**Prerequisite:** None.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** No.

**JTC 568C Journalism for High School Advisers: Yearbooks Credits: Var[1-3] (0-0-0)**  
**Course Description:**  
**Prerequisite:** None.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** No.

**JTC 569 Advising Student Media for K-12 Educators Credits: 3 (3-0-0)**  
**Course Description:** Management, philosophy, and pedagogical considerations for student media teachers/advisers.  
**Prerequisite:** None.  
**Registration Information:** Written consent of advisor. Sections may be offered: Online.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 570 Political Economy of Global Media Credits: 3 (3-0-0)**  
**Course Description:** Examination of the changing media information system worldwide and the role of social, political, legal and economic forces upon it.  
**Prerequisite:** None.  
**Registration Information:** Written consent of instructor.  
**Term Offered:** Fall (odd years).  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 571 Digital Media Research and Evaluation Methods Credits: 3 (3-0-0)**  
**Course Description:** Basic conceptual processes and tools for conducting applied research in the field of communication; research tools in real-world professions.  
**Prerequisite:** None.  
**Restriction:** Must be a: Graduate.  
**Registration Information:** Graduate standing. Sections may be offered: Online.  
**Term Offered:** Fall.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 572 Corporate Web Design and Management Credits: 3 (3-0-0)**  
**Course Description:** Design, development, and management of corporate digital media content.  
**Prerequisite:** None.  
**Registration Information:** Graduate standing. Offered as an online course only.  
**Terms Offered:** Fall, Spring.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 573 Strategic Digital Communication Credits: 3 (3-0-0)**  
**Course Description:** Development, implementation and assessment of digital communication projects and campaigns/programs.  
**Prerequisite:** None.  
**Registration Information:** Graduate standing.  
**Term Offered:** Fall.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 575 Media Design and Production Credits: 3 (3-0-0)**  
**Course Description:** Principles of producing publications for print and electronic delivery, including newspapers, magazines, newsletters, brochures, and printed materials.  
**Prerequisite:** JTC 500 to 599 - at least 3 credits.  
**Restriction:** Must be a: Graduate.  
**Registration Information:** Graduate standing. Sections may be offered: Online.  
**Terms Offered:** Fall, Spring.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 601 Cognitive Communication Theory Credits: 3 (3-0-0)**  
**Course Description:** Theories of information technology and communication as they relate to cognitive and social cognitive processing.  
**Prerequisite:** JTC 501.  
**Restriction:** Must be a: Graduate, Professional.  
**Registration Information:** JTC 501 or written consent of graduate advisor.  
**Term Offered:** Fall.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 602 Social and Cultural Communication Theory Credits: 3 (3-0-0)**  
**Course Description:** Theories of information technology and communication as they relate to the field of media systems, organizations, and culture.  
**Prerequisite:** JTC 501.  
**Restriction:** Must be a: Graduate, Professional.  
**Registration Information:** JTC 501 or written consent of graduate advisor.  
**Term Offered:** Fall.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 604 Colloquium--Grad/Teaching/Learning/Research Credits: 2 (2-0-0)**

**Course Description:** Orientation to graduate studies; communication theories, processes, media, and technology.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Sections may be offered: Online. Maximum of 4 combined credits may be taken from JTC 604 and JTC 701.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 605 Colloquium In Communication Research Credit: 1 (1-0-0)**

**Course Description:** Orientation to academic research skills and practices. Explore current research in journalism and media communication.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Sections may be offered: Online.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 614 Public Communication Campaigns Credits: 3 (3-0-0)**

**Course Description:** Conceptual, methodological issues and decisions underpinning determination of communication campaign effects, planning, implementation, and evaluation.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Written consent of graduate advisor.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 630 Health Communication Credits: 3 (3-0-0)**

**Course Description:** Role of health communication in public health programs and campaigns.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Written consent of instructor.

**Term Offered:** Fall (even years).

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 640 Public Communication Technologies Credits: 3 (3-0-0)**

**Course Description:** Analysis of evolving and emergent communication technologies.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Written consent of instructor.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 650 Strategic Communications Credits: 3 (3-0-0)**

**Course Description:** Theoretical/practical management issues in public relations, advertising/promotional communications including behavioral, societal, ethical, legal.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Graduate standing.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 660 Communication and Innovation Credits: 3 (3-0-0)**

**Course Description:** Communication's role in the process of innovation as well as the diffusion of new technologies, products, ideas, behaviors and attitudes.

**Prerequisite:** JTC 501.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** JTC 501 or written consent of graduate advisor.

**Term Offered:** Fall.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 661 Information Design Credits: 3 (3-0-0)**

**Course Description:** Theoretical and empirical review of creation, presentation, storage, and distribution of information.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Written consent of instructor.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 662 Communicating Science and Technology Credits: 3 (3-0-0)**

**Course Description:** Examination of theoretical and empirical studies concerning communication of science and technology subject matter.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Written consent of instructor.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 664 Quantitative Research in Communication Credits: 3 (3-0-0)**

**Course Description:** Advanced quantitative research methods used in communication research.

**Prerequisite:** JTC 500.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** JTC 500 or written consent of graduate advisor.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 665 Qualitative Methods in Communication Research Credits: 3 (3-0-0)**

**Course Description:** Techniques for collecting; interpreting, analyzing qualitative communication data.

**Prerequisite:** JTC 500.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** JTC 500 or written consent of graduate advisor.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 670 Communication in the Social Processes of Risk Credits: 3 (0-0-3)**

**Course Description:** Communication and psychological, sociological, and cultural factors shaping risk involving technology, health, environment, disasters, sustainability.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Graduate standing.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 684 Supervised College Teaching Credits: Var[1-18] (0-0-0)**

**Course Description:** Philosophy, techniques, and approaches to teaching journalism skills courses, as supervised by faculty.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Written consent of instructor.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 687 Internship Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Written consent of instructor.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 690 Workshop Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Written consent of instructor.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 695 Independent Study Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Written consent of instructor.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 698 Research Credits: 3 (0-0-3)**

**Course Description:** Development of theoretical basis and methodology for thesis or research project.

**Prerequisite:** JTC 500 and JTC 501.

**Restriction:** Must be a: Graduate, Professional.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 699 Thesis Credits: Var[1-18] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 784 Supervised College Teaching Credits: Var[1-18] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 790 Workshop Credits: Var[1-18] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 792A Seminar: Health and Risk Credits: 3 (0-0-3)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Graduate standing.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 792B Seminar: Human Computer Interaction Credits: 3 (0-0-3)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Graduate standing.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 792C Seminar: Communication Technology in Organizations Credits: 3 (0-0-3)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Graduate standing.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 792D Seminar: Ethics, Law, and Policy Credits: 3 (0-0-3)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Graduate standing.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 792E Seminar: Strategic Communication Credits: 3 (0-0-3)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.**Registration Information:** Graduate standing.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 792F Seminar: Media Technology and Society Credits: 3 (0-0-3)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Graduate standing.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793A Seminar: Experimental Design Credits: 3 (0-0-3)****Course Description:****Prerequisite:** JTC 500.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** JTC 500 or written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793B Seminar: Survey Design Credits: 3 (0-0-3)****Course Description:****Prerequisite:** JTC 500.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** JTC 500 or written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793C Seminar: Content Analysis Credits: 3 (0-0-3)****Course Description:****Prerequisite:** JTC 500.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** JTC 500 or written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793D Seminar: Qualitative Methods Credits: 3 (0-0-3)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793E Seminar: Human Factors Credits: 3 (0-0-3)****Course Description:****Prerequisite:** JTC 500.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** JTC 500 or written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793F Seminar: Critical and Cultural Methods Credits: 3 (0-0-3)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 795 Independent Study Credits: Var[1-18] (0-0-0)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 798 Research Credits: 3 (0-0-0)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 799 Dissertation Credits: Var[1-18] (0-0-0)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.

## Courses

**JTC 100 Media in Society (GT-SS3) Credits: 3 (3-0-0)****Course Description:** Role of media in American democracy; impact of media on individuals and society.**Prerequisite:** None.**Registration Information:** Sections may be offered: Online.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**Additional Information:** Social & Behavioral Sciences 3C, Human Behavior, Culture, or Social Frameworks (GT-SS3).

**JTC 192 Journalism Seminar Credit: 1 (0-0-1)**

**Course Description:** Introduction to curriculum and career options for journalism and media communication majors.

**Prerequisite:** None.

**Registration Information:** Journalism and media communication majors only. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 200 Professional Writing Credits: 3 (1-0-2)**

**Course Description:** Basic elements of writing for professional and specialized audiences.

**Prerequisite:** CO 150 or HONR 193.

**Registration Information:** Must register for lecture and recitation.

**Terms Offered:** Fall, Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 203 Television Studio Production Credit: 1 (0-0-1)**

**Course Description:** Hands-on application of the skills needed to produce programs in a television studio.

**Prerequisite:** None.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 204 Radio Operations Credits: 3 (2-0-1)**

**Course Description:** Hands-on application of the skills needed to operate a radio station. Focus on web-based broadcasting and podcasting; become certified 90.5 KCSU DJs, podcasters, and reporters.

**Prerequisite:** None.

**Registration Information:** Must register for lecture and recitation.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 210 Newswriting Credits: 3 (1-2-0)**

**Course Description:** Theory and practice in newswriting.

**Prerequisite:** None.

**Registration Information:** Must register for lecture and laboratory.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 211 Visual Communication Credits: 3 (2-2-0)**

**Course Description:** Theory and techniques for visually presenting information in various media industries.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** Yes.

**JTC 220 News, Truth, and Deception Credits: 3 (3-0-0)**

**Course Description:** Distinguish truthful reporting from propaganda to become more discerning news consumers.

**Prerequisite:** JTC 100.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 270 Analyzing Data in Journalism and Media Credits: 3 (2-0-1)**

**Course Description:** Application of quantitative concepts and methodologies of data analysis to investigation of media and communication problems.

**Prerequisite:** None.

**Registration Information:** Must register for lecture and recitation.

Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 300 Strategic Writing and Communication (GT-CO3) Credits: 3 (2-0-1)**

**Course Description:** Enhance strategic writing and presentation skills with established professional communication techniques. Develop expertise interpreting and simplifying ideas and concepts. Create content that is relevant across academic majors and career fields, and adaptable in traditional and digital communication.

**Prerequisite:** CO 150 or HONR 193.

**Registration Information:** Must register for lecture and recitation.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**Additional Information:** Advanced Writing 2, Advanced Writing (GT-CO3).

**JTC 301 Corporate and Professional Communication (GT-CO3) Credits: 3 (2-0-1)**

**Course Description:** Principles and practice of effective corporate communication with emphasis on written professional reports.

**Prerequisite:** CO 150 or HONR 193.

**Registration Information:** Must register for lecture and recitation.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**Additional Information:** Advanced Writing 2, Advanced Writing (GT-CO3).

**JTC 305 Media and Global Cultural Identity Credits: 3 (3-0-0)**

**Course Description:** Examines cultural diversity and how the media influences cultural identities.

**Prerequisite:** None.

**Registration Information:** Sophomore standing. Sections may be offered: Online.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 308 Mobile Media Technology and Communication Credit: 1 (1-0-0)**

**Course Description:** Using mobile technology as a tool in journalism.

**Prerequisite:** None.

**Registration Information:** Sophomore standing.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 310 Copy Editing Credits: 3 (2-2-0)**

**Course Description:** Theory of copy preparation and editing; publication layout.

**Prerequisite:** JTC 210.

**Registration Information:** Sophomore standing. Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 311 History of Media Credits: 3 (3-0-0)**

**Course Description:** Media development, growth, trends within context of political, social, and economic change.

**Prerequisite:** None.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 316 Multiculturalism and the Media Credits: 3 (3-0-0)**

**Course Description:** Media and multiculturalism with emphasis on race, ethnicity, and other protected groups.

**Prerequisite:** None.

**Registration Information:** Sophomore standing. Sections may be offered: Online. Credit not allowed for both JTC 316 and ETST 316.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 319 Science and Environmental Communication Credits: 3 (3-0-0)**

**Course Description:** Concepts and skills related to the process and products of science communication in journalism, advocacy, strategic communication, and online media.

**Prerequisite:** JTC 210.

**Registration Information:** Sophomore standing. Sections may be offered: Online.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 320A Reporting: General News Credits: 3 (1-4-0)**

**Course Description:** Theory, methods, and practices for gathering information and reporting news.

**Prerequisite:** JTC 210.

**Registration Information:** Students may take JTC 320 only once for credit.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 320B Reporting: Sports Credits: 3 (1-4-0)**

**Course Description:** Theory, methods, and practices for gathering information and reporting news.

**Prerequisite:** JTC 210.

**Registration Information:** Students may take JTC 320 only once for credit.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 320C Reporting: Business Credits: 3 (1-4-0)**

**Course Description:** Theory, methods, and practices for gathering information and reporting news.

**Prerequisite:** JTC 210.

**Registration Information:** Students may take JTC 320 only once for credit.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 320D Reporting: Government and Political Credits: 3 (1-4-0)**

**Course Description:** Theory, methods, and practices for gathering information and reporting news.

**Prerequisite:** JTC 210.

**Registration Information:** Students may take JTC 320 only once for credit.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 320H Reporting: Special Topics Credits: 3 (1-4-0)**

**Course Description:** Theory, methods, and practices for gathering information and reporting news.

**Prerequisite:** JTC 210.

**Registration Information:** Students may take JTC 320 only once for credit.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 323 Sports Public Relations and Media Credits: 3 (3-0-0)**

**Course Description:** Production, theory, and techniques in sports public relations writing. Additionally, covers related topics and concepts, including ethics and law, as well as employment strategies for careers within a sports organization in positions related to public relations and communications.

**Prerequisite:** JTC 210.

**Registration Information:** Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 326 Online Storytelling and Audience Engagement Credits: 3 (2-2-0)**

**Course Description:** Production, theory, and techniques in online and mobile device storytelling, information sharing, and audience engagement.

**Prerequisite:** JTC 210 and JTC 211.

**Registration Information:** Must register for lecture and laboratory.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 328 Feature Writing Credits: 3 (3-0-0)**

**Course Description:** Learn to craft memorable stories for all media about interesting people and specialized interests including travel, leisure, art, nature, sports, food, music, work, careers, environment, technology, and health, among others.

**Prerequisite:** JTC 210.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 335 Photography Credits: 3 (2-2-0)**

**Course Description:** Basic photographic theory and practice using cameras and image processing technology.

**Prerequisite:** JTC 211.

**Registration Information:** Must register for lecture and laboratory.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** Yes.

**JTC 340 Video Editing Credits: 3 (2-2-0)**

**Course Description:** Theory and technique of editing picture and sound on digital platforms.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** Yes.

**JTC 341 TV News Writing, Reporting and Producing Credits: 3 (2-2-0)**

**Course Description:** Practical application of principles, theory, and methods used in television news writing, reporting, and producing.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory.

**Terms Offered:** Fall, Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** Yes.

**JTC 342 Writing for Visual Media Credits: 3 (2-2-0)**

**Course Description:** Audience and subject research; script structure and development; narrative techniques; visual story and role of visual media as change agents.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory.

Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 344 Fact to Fiction Credits: 3 (3-0-0)**

**Course Description:** Crafting clear, precise prose in reporting the news and researching and writing long-form fiction.

**Prerequisite:** JTC 211.

**Registration Information:** Sophomore standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 345 Video Production Credits: 3 (2-2-0)**

**Course Description:** Theory and techniques of video field production emphasizing news, current affairs, and special interest programs.

**Prerequisite:** JTC 340.

**Restriction:** Must not be a Freshman.

**Registration Information:** Sophomore standing. Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** Yes.

**JTC 346 Narrative Filmmaking Credits: 3 (2-2-0)**

**Course Description:** The tools, techniques, and production of narrative filmmaking. Explore the process—from the transformation of an idea into an on-screen story, to the intricacies of promotion and distribution—and every detail in the process.

**Prerequisite:** JTC 340.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 347 Audio Production Credits: 3 (3-0-0)**

**Course Description:** Principles of audio recording, production, and editing by recording music and creating audio journalism.

**Prerequisite:** JTC 210.

**Registration Information:** Junior Standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 348 Producing Podcasts Credits: 3 (3-0-0)**

**Course Description:** Writing and producing podcasts and podcast series.

**Prerequisite:** JTC 100.

**Registration Information:** Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 350 Public Relations and Advertising Credits: 3 (3-0-0)**

**Course Description:** The theory and practice of public relations and advertising, as well as its impact on audiences and society. Examines the profession; concepts, issues, and principles in the practice; and models and theories guiding the practice. Key topics include media relations, brand management, message strategy, audience analysis, and the use of digital and social media platforms.

**Prerequisite:** JTC 100.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 351 Writing for PR and Advertising Credits: 3 (2-2-0)**

**Course Description:** Principles and techniques for the development of creative strategies, concepts, and writing of effective strategic communication messages for all types of media related to public relations (PR) and advertising.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 352 University Public Relations Credit: 1 (1-0-0)**

**Course Description:** Overview of a multi-faceted university public relations operation, constituencies, staff, management and products.

**Prerequisite:** None.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 353 Communications Campaigns Credits: 3 (3-0-0)**

**Course Description:** Development of professional communications programs, including analysis and research, strategy, implementation and evaluation.

**Prerequisite:** (JTC 210) and (JTC 350 or JTC 355 or JTC 365).

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 354 Crisis Communication Credits: 3 (3-0-0)**

**Course Description:** Strategies and skills to help organizations and brands navigate issues and crisis situations, ranging from social media backlash to public relations disasters.

**Prerequisite:** JTC 210.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 355 Advertising Credits: 3 (3-0-0)**

**Course Description:** Advertising principles and techniques used to develop effective advertising campaigns.

**Prerequisite:** None.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 356 Advertising Creativity and Copywriting Credits: 3 (3-0-0)**

**Course Description:** Advertising planning, and production for traditional, online, and social media.

**Prerequisite:** (JTC 211) and (JTC 350 or JTC 355).

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 357 Persuasion in Strategic Communication Credits: 3 (3-0-0)**

**Course Description:** Theoretical issues in the study of persuasion and its application in creating advertising campaigns.

**Prerequisite:** JTC 350 or JTC 355.

**Registration Information:** Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 358 Advertising Media Buying and Selling Credits: 3 (3-0-0)**

**Course Description:** Principles of advertising, planning, assessment and sales for client, agency and media organization personnel.

**Prerequisite:** JTC 211 and JTC 355.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 359 Strategic Communication Research Credits: 3 (3-0-0)**

**Course Description:** Essential research methods used in fields such as public relations, advertising, social media management, and corporate communications. Equips students with the skills to critically evaluate existing research and conduct studies to support effective communication strategies. Topics include the research process, measurement, sampling, ethics, and methods like content analysis, surveys, interviews, and experiments.

**Prerequisite:** JTC 210.

**Restriction:** Must not be a: Freshman.

**Registration Information:** Sophomore standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 361 Writing for Specialized Magazines Credits: 3 (2-2-0)**

**Course Description:** Writing articles for agricultural, business, hobby, technical, trade, and other specialized periodicals whose readers use information to make decisions.

**Prerequisite:** JTC 210.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 363 Data Journalism Credits: 3 (3-0-0)**

**Course Description:** Computer assisted journalistic reporting.

**Prerequisite:** JTC 211.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 371 Publications Design and Production Credits: 3 (2-2-0)**

**Course Description:** Principles of producing publications for print and electronic delivery, including newspapers, magazines, newsletters, brochures, and printed ephemera.

**Prerequisite:** JTC 211.

**Registration Information:** Must register for lecture and laboratory.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 372 Web Design and Development Credits: 3 (2-2-0)**

**Course Description:** Design, development, and management of World Wide Web content.

**Prerequisite:** JTC 211.

**Registration Information:** Junior standing. Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 373 Digital Promotion Management Credits: 3 (3-0-0)**

**Course Description:** How organizations use digital technologies for advertising, publicity, promotional, and information purposes.

**Prerequisite:** JTC 211.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 374 Social Media Management Credits: 3 (3-0-0)**

**Course Description:** Organizational uses of interactive media to build relationships and manage online communities.

**Prerequisite:** JTC 211.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 375 Media Analytics and Social Listening Credits: 3 (3-0-0)**

**Course Description:** Explore ways to better understand the habits and trends of users of websites, social media platforms, apps, and other digital services. Use analytics software, discerning useful data from "vanity analytics," and digital research techniques beyond analytics dashboards.

**Prerequisite:** JTC 359.

**Registration Information:** Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 382 Travel Journalism in Croatia Credits: 3 (3-0-0)**

**Course Description:** Study and practice of international travel journalism, including newspaper and magazine writing, photography, video, social media, and blogs.

**Prerequisite:** CO 150 or JTC 210.

**Term Offered:** Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 382A Study Abroad--Todos Santos: Multimedia Storytelling Credits: 3 (0-0-3)**

**Course Description:** Opportunity to use various media production techniques to create a multimedia documentary based on experience and immersion into the culture and community in Todos Santos in Baja California Sur, Mexico.

**Prerequisite:** CO 150.

**Registration Information:** Sophomore standing. Offered as Mixed Face-to-Face.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 386 Communication Practicum Credit: 1,3 (0-0-0)**

**Course Description:** Practicum in using the different communication tools that comprise student media.

**Prerequisite:** None.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 410 Newspaper Editing Credits: 2 (2-0-0)**

**Course Description:** Editorial techniques, responsibilities, news evaluation.

**Prerequisite:** JTC 310.

**Term Offered:** Fall.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 411 Media Ethics and Issues Credits: 3 (3-0-0)**

**Course Description:** Professional ethics, issues of media performance and of the relation of media systems to the social systems.

**Prerequisite:** None.

**Restriction:** Must be a: Junior, Senior, Senior - 5yr Bachelor, Senior - Post Bachelor, Senior - Second Bachelor.

**Registration Information:** Junior or senior standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 412 International Mass Communication Credits: 3 (3-0-0)**

**Course Description:** Media communication systems, their roles throughout the world; news flow; propaganda in national development; role of foreign correspondents.

**Prerequisite:** None.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 413 New Media Trends and Society Credits: 3 (3-0-0)**

**Course Description:** Information and communications technology (ICT) as a result of the creation, evolution, and future of the internet. Related telecommunication technologies such as telephony, broadcasting, teleconferencing, virtual realities, and cloud computing. Internet applications such as social networking, games, and teleconferencing are analyzed in terms of social effects, diversity, and inclusiveness. Key communication theories related to ICT. Social issues transcending tech boundaries.

**Prerequisite:** JTC 100 to 499XX - at least 3 credits.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 414 Media Effects Credits: 3 (3-0-0)**

**Course Description:** Perspectives on audience processes and media effects on individuals and society.

**Prerequisite:** None.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 415 Communications Law Credits: 3 (3-0-0)**

**Course Description:** Constitutional, statutory law of political speech, obscenity, advertising, libel, privacy, copyright, information ownership and access.

**Prerequisite:** None.

**Restriction:** Must be a: Junior, Senior, Senior - 5yr Bachelor, Senior - Post Bachelor, Senior - Second Bachelor.

**Registration Information:** Junior or senior standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 416 Global Communication Technologies Credits: 3 (3-0-0)**

**Course Description:** Broad-based survey of evolving and emergent global communication technologies.

**Prerequisite:** JTC 210.

**Registration Information:** Required field trips.

**Term Offered:** Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 417 Data Visualization Design Credits: 3 (2-0-1)**

**Course Description:** Creation of static and motion infographics, animations, maps and other visual media using specialized software that incorporates the principles and concepts of data visualization, and interactive design.

**Prerequisite:** JTC 211.

**Registration Information:** Junior standing. Must register for lecture and recitation. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 418 Journalism, Peace, and War Credits: 3 (3-0-0)**

**Course Description:** How the news media can contribute to a more harmonious world, more frequent conflict resolution, and the general well-being of all people.

**Prerequisite:** None.

**Registration Information:** Junior, senior, or graduate standing.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 419 Food and Natural Resources Communication Credits: 3 (3-0-0)**

**Course Description:** Natural resources issues and the role of news media, PR, and advertising and how people form beliefs about food and natural resources in communication.

**Prerequisite:** None.

**Registration Information:** Junior, senior, or graduate standing.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 420 Advanced Reporting Credits: 3 (1-4-0)**

**Course Description:** Advanced techniques for gathering and evaluating information; interpretive reporting of public affairs issues.

**Prerequisite:** JTC 310 and JTC 211 or JTC 320A or JTC 320B or JTC 320C or JTC 320D or JTC 320H.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 421 Media, Business, and Economics Credits: 3 (3-0-0)**

**Course Description:** Media coverage of U.S. and global businesses, economies, markets, recessions, crime, and government regulation.

**Prerequisite:** None.

**Registration Information:** Junior standing. Business Minor enrollment recommended.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 422 Entrepreneurial Journalism Credits: 3 (3-0-0)**

**Course Description:** The concepts and practices of developing media content solutions for the digital age.

**Prerequisite:** JTC 326.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 425 Strategic Multicultural Communication Credits: 3 (3-0-0)**

**Course Description:** Identify, formulate and implement effective strategies in integrated advertising and communication campaigns to effectively connect with individuals of Hispanic/Latino, African-American and Asian descent as well as the LGBT sub-segments of the general market in the U.S.; consideration of the globalized marketplace and consumers across under-served markets internationally.

**Prerequisite:** JTC 326.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 427 Motion Graphics Design Credits: 3 (3-0-0)**

**Course Description:** Theory and practice of motion graphics integrating animation and design principles, as well as visual storytelling using storyboards, camera composition and scene sequencing techniques.

**Prerequisite:** JTC 326.

**Registration Information:** Sophomore standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 430 Advanced Documentary Photography Credits: 3 (2-2-0)**

**Course Description:** Conceptualization, production, and editing of photographic documentaries.

**Prerequisite:** JTC 326 and JTC 335.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 433 Advanced Video Editing Credits: 3 (3-0-0)**

**Course Description:** Professional video editing practices, theories, and techniques with practical applications using current hardware and software.

**Prerequisite:** JTC 345.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 435 Documentary Video Production Credits: 3 (2-3-0)**

**Course Description:** Writing, directing, and editing of long-form television documentaries.

**Prerequisite:** JTC 345.

**Registration Information:** Must register for lecture and laboratory.

**Term Offered:** Fall.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** Yes.

**JTC 440 Advanced Media Production Credits: 3 (2-2-0)**

**Course Description:** Techniques and concepts used in advanced media production for television, film and video.

**Prerequisite:** JTC 345.

**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** Yes.

**JTC 450 Public Relations Cases Credits: 3 (3-0-0)**

**Course Description:** Analysis of specializations in the field; use of media to achieve objectives with target audiences.

**Prerequisite:** JTC 350.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 451 Integrated Communication Campaigns Credits: 3 (3-0-0)**

**Course Description:** The phases involved in creating a strategic communication campaign, including research, planning, implementation and evaluation.

**Prerequisite:** JTC 351 or JTC 359.

**Restriction:** Must not be a: Freshman, Sophomore.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 454A Study Abroad: International Media Studies—Europe Credits: 3 (2-0-1)**

**Course Description:** Field survey of international media systems, technologies, and providers in diverse national and regional cultures.

**Prerequisite:** None.

**Registration Information:** Junior standing. Written consent of instructor.

**Term Offered:** Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 454B Study Abroad: International Media Studies—Australia and NZ Credits: 3 (0-0-3)**

**Course Description:** A field survey of international media systems, technologies, and providers in diverse national and regional cultures.

**Prerequisite:** None.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 454C Study Abroad--Croatia: Travel Journalism Credits: 3 (0-0-3)**

**Course Description:** Study and practice of international travel journalism, including newspaper and magazine writing, photography, video, social media, and blog.

**Prerequisite:** CO 150 or JTC 210.

**Registration Information:** Credit not allowed for both JTC 382B and JTC 454C.

**Term Offered:** Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 456 Documentary Film as a Liberal Art Credits: 3 (2-2-0)**

**Also Offered As:** LB 456.

**Course Description:** Documentary film and its role in human history, culture, and social interaction.

**Prerequisite:** None.

**Restriction:** Must be a: Junior, Senior, Senior - 5yr Bachelor, Senior - Post Bachelor, Senior - Second Bachelor.

**Registration Information:** Credit not allowed for both JTC 456 and LB 456.

Junior or senior standing. Must register for lecture and laboratory.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 460 Senior Capstone Credits: 3 (3-0-0)**

**Course Description:** Integration and reflection for seniors with a career component that will prepare them for the job market.

**Prerequisite:** (JTC 326) and (JTC 420 or JTC 422 or JTC 425 or JTC 427 or JTC 430 or JTC 433 or JTC 435 or JTC 440 or JTC 451 or JTC 470 or JTC 472).

**Restriction:** Must not be a: Freshman, Sophomore, Junior.

**Registration Information:** Senior standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 461 Writing About Science, Health and Environment Credits: 3 (2-2-0)**

**Course Description:** Writing about science, health, and the environment for lay audiences from a journalistic perspective.

**Prerequisite:** JTC 210 or JTC 300 or LB 300.

**Registration Information:** Must register for lecture and laboratory.

**Term Offered:** Fall.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 465 Specialized and Technical Editing Credits: 3 (2-2-0)**

**Course Description:** Editorial purpose, techniques, and evaluation of specialized and technical print and online information.

**Prerequisite:** (JTC 210 or JTC 300 or LB 300) and (JTC 211) and (JTC 461 or JTC 464).

**Registration Information:** Must register for lecture and laboratory.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 470 Immersive Storytelling Credits: 3 (3-0-0)**

**Course Description:** Examining and developing immersive storytelling techniques and products that are applied to a single topic, entity or organization.

**Prerequisite:** JTC 326.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 471 Research for Public Communicators Credits: 3 (3-0-0)**

**Course Description:** Skills, knowledge and strategies needed to read, interpret, evaluate, and communicate about research reports across diverse fields.

**Prerequisite:** STAT 000 to 9999 - at least 1 course or ST 000 to 9999 - at least 1 course or STCC 000 to 9999 - at least 1 course.

**Registration Information:** Credit not allowed for both JTC 471 and JTC 500.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 472 Advanced Web Design and Development Credits: 3 (2-0-1)**

**Course Description:** Advanced web programming and scripting languages used commonly in developing rich content for visual narratives.

**Prerequisite:** JTC 211 and JTC 372.

**Registration Information:** Sophomore standing. Must register for lecture and recitation. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 475 News Literacy Credits: 3 (3-0-0)**

**Course Description:** Discerning truthful reporting from propaganda to become critical analysts.

**Prerequisite:** None.

**Registration Information:** Junior standing. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 484 Supervised College Teaching Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Registration Information:** A maximum of 10 combined credits for all 384 and 484 courses are counted towards graduation requirements.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 487 Internship Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Registration Information:** Written consent of department. Sections may be offered: Online.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** S/U Sat/Unsat Only.

**Special Course Fee:** No.

**JTC 490 Workshop Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Term Offered:** Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 495A Independent Study: Electronic Reporting Credits:**

**Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 495B Independent Study: Editing Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 495C Independent Study: Photojournalism Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 495D Independent Study: Public Relations Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 495E Independent Study: Readings Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 495F Independent Study: Reporting Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 495G Independent Study: Technical Communication Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 496 Group Study Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 500 Communication Research and Evaluation Methods Credits: 3 (3-0-0)**

**Course Description:** Communication research and evaluation methodologies for assessing and improving communication in technology environments.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate.

**Registration Information:** Sections may be offered: Online. Credit not allowed for both JTC 471 and JTC 500.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 501 Process and Effects of Communication Credits: 4 (4-0-0)**

**Course Description:** Examination of communication theory including communicator credibility, messages, channels, audiences, and information, behavior, and attitude change.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate.

**Registration Information:** Written consent of instructor. Sections may be offered: Online.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 505 Advanced Professional Writing Credits: 3 (3-0-0)**

**Course Description:** How communication in the corporate, business, and professional world is changing as a result of technology and globalization.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate.

**Registration Information:** Graduate standing. Sections may be offered: Online.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 511 Corporate Media Ethics and Issues Credits: 3 (3-0-0)****Course Description:** Professional ethics in corporate and media settings.**Prerequisite:** None.**Registration Information:** Graduate standing. Offered as an online course only.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 513 Impacts of New Communication Technologies Credits: Var[1-2] (0-0-0)****Course Description:** Current topics and issues regarding uses and impacts of video and computer-based communication technologies.**Prerequisite:** None.**Terms Offered:** Fall, Spring.**Grade Modes:** S/U within Student Option, Trad within Student Option.**Special Course Fee:** No.**JTC 517 Advanced Information Graphics Credits: 3 (3-0-0)****Course Description:** Explore the use of data visualization within charts, graphs and other visual elements to provide effective visual storytelling using animation and interactivity.**Prerequisite:** None.**Restriction:** Must be a: Graduate.**Registration Information:** Graduate standing. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 522 Media Communication Innovation Credits: 3 (3-0-0)****Course Description:** The concepts and practices of developing media content solutions for the digital age.**Prerequisite:** JTC 500 to 599 - at least 3 credits.**Restriction:** Must be a: Graduate.**Registration Information:** Graduate standing. Sections may be offered: Online.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 526 Digital Media Writing and Production Credits: 3 (3-0-0)****Course Description:** Writing and producing media content that will be delivered via a variety of communication channels to diverse publics.**Prerequisite:** None.**Registration Information:** Graduate standing. Sections may be offered: Online.**Term Offered:** Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 535 Electronic Media Regulation and Policy Credits: 3 (3-0-0)****Course Description:** Role of legislators, regulatory agencies, judiciary and public in the evolution of U.S. broadcast and digital media. Implications for free press.**Prerequisite:** None.**Term Offered:** Fall.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 536 Organizational and Commercial Photography Credits: 3 (3-0-0)****Course Description:** Organizational, commercial, aesthetic, artistic and ethical considerations in photography.**Prerequisite:** None.**Restriction:** Must be a: Graduate.**Registration Information:** Graduate standing. Sections may be offered: Online.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 540 Corporate Digital Video Editing Credits: 3 (3-0-0)****Course Description:** Advanced theory and techniques of digital video editing in a corporate setting.**Prerequisite:** None.**Registration Information:** Graduate standing. Offered as an online course only.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 544 Corporate and Institutional Media Production Credits: 3 (2-3-0)****Course Description:** Advanced techniques in media production and management in corporate and institutional settings.**Prerequisite:** None.**Registration Information:** Must register for lecture and laboratory.**Term Offered:** Spring.**Grade Mode:** Traditional.**Special Course Fee:** Yes.**JTC 545 Organizational Media Production Credits: 3 (3-0-0)****Course Description:** Incorporation of multimedia content in video production in governmental, corporate and institutional media production.**Prerequisite:** None.**Registration Information:** Graduate standing. Sections may be offered: Online.**Term Offered:** Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 550 Public Relations Credits: 3 (3-0-0)****Course Description:** Contemporary public relations principles and practices.**Prerequisite:** None.**Registration Information:** Graduate standing. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 555 Advertising and Marketing Communication Credits: 3 (3-0-0)****Course Description:** Advertising and marketing communication principles and techniques used to develop effective strategic campaigns.**Prerequisite:** None.**Restriction:** Must be a: Graduate.**Registration Information:** Graduate standing. Sections may be offered: Online.**Grade Mode:** Traditional.**Special Course Fee:** No.

**JTC 560 Managing Communications Systems Credits: 3 (3-0-0)**  
**Course Description:** Examination of role, responsibilities of communication managers in translating theory into effective, applied communication programs.  
**Prerequisite:** None.  
**Registration Information:** Written consent of instructor.  
**Term Offered:** Spring.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** No.

**JTC 568A Journalism for High School Advisers: Journalism Concepts Credits: Var[1-3] (0-0-0)**  
**Course Description:**  
**Prerequisite:** None.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** No.

**JTC 568B Journalism for High School Advisers: Newspapers Credits: Var[1-3] (0-0-0)**  
**Course Description:**  
**Prerequisite:** None.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** No.

**JTC 568C Journalism for High School Advisers: Yearbooks Credits: Var[1-3] (0-0-0)**  
**Course Description:**  
**Prerequisite:** None.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** No.

**JTC 569 Advising Student Media for K-12 Educators Credits: 3 (3-0-0)**  
**Course Description:** Management, philosophy, and pedagogical considerations for student media teachers/advisers.  
**Prerequisite:** None.  
**Registration Information:** Written consent of advisor. Sections may be offered: Online.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 570 Political Economy of Global Media Credits: 3 (3-0-0)**  
**Course Description:** Examination of the changing media information system worldwide and the role of social, political, legal and economic forces upon it.  
**Prerequisite:** None.  
**Registration Information:** Written consent of instructor.  
**Term Offered:** Fall (odd years).  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 571 Digital Media Research and Evaluation Methods Credits: 3 (3-0-0)**  
**Course Description:** Basic conceptual processes and tools for conducting applied research in the field of communication; research tools in real-world professions.  
**Prerequisite:** None.  
**Restriction:** Must be a: Graduate.  
**Registration Information:** Graduate standing. Sections may be offered: Online.  
**Term Offered:** Fall.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 572 Corporate Web Design and Management Credits: 3 (3-0-0)**  
**Course Description:** Design, development, and management of corporate digital media content.  
**Prerequisite:** None.  
**Registration Information:** Graduate standing. Offered as an online course only.  
**Terms Offered:** Fall, Spring.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 573 Strategic Digital Communication Credits: 3 (3-0-0)**  
**Course Description:** Development, implementation and assessment of digital communication projects and campaigns/programs.  
**Prerequisite:** None.  
**Registration Information:** Graduate standing.  
**Term Offered:** Fall.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 575 Media Design and Production Credits: 3 (3-0-0)**  
**Course Description:** Principles of producing publications for print and electronic delivery, including newspapers, magazines, newsletters, brochures, and printed materials.  
**Prerequisite:** JTC 500 to 599 - at least 3 credits.  
**Restriction:** Must be a: Graduate.  
**Registration Information:** Graduate standing. Sections may be offered: Online.  
**Terms Offered:** Fall, Spring.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 601 Cognitive Communication Theory Credits: 3 (3-0-0)**  
**Course Description:** Theories of information technology and communication as they relate to cognitive and social cognitive processing.  
**Prerequisite:** JTC 501.  
**Restriction:** Must be a: Graduate, Professional.  
**Registration Information:** JTC 501 or written consent of graduate advisor.  
**Term Offered:** Fall.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 602 Social and Cultural Communication Theory Credits: 3 (3-0-0)**  
**Course Description:** Theories of information technology and communication as they relate to the field of media systems, organizations, and culture.  
**Prerequisite:** JTC 501.  
**Restriction:** Must be a: Graduate, Professional.  
**Registration Information:** JTC 501 or written consent of graduate advisor.  
**Term Offered:** Fall.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

**JTC 604 Colloquium--Grad/Teaching/Learning/Research Credits: 2 (2-0-0)**

**Course Description:** Orientation to graduate studies; communication theories, processes, media, and technology.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Sections may be offered: Online. Maximum of 4 combined credits may be taken from JTC 604 and JTC 701.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 605 Colloquium In Communication Research Credit: 1 (1-0-0)**

**Course Description:** Orientation to academic research skills and practices. Explore current research in journalism and media communication.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Sections may be offered: Online.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 614 Public Communication Campaigns Credits: 3 (3-0-0)**

**Course Description:** Conceptual, methodological issues and decisions underpinning determination of communication campaign effects, planning, implementation, and evaluation.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Written consent of graduate advisor.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 630 Health Communication Credits: 3 (3-0-0)**

**Course Description:** Role of health communication in public health programs and campaigns.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Written consent of instructor.

**Term Offered:** Fall (even years).

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 640 Public Communication Technologies Credits: 3 (3-0-0)**

**Course Description:** Analysis of evolving and emergent communication technologies.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Written consent of instructor.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 650 Strategic Communications Credits: 3 (3-0-0)**

**Course Description:** Theoretical/practical management issues in public relations, advertising/promotional communications including behavioral, societal, ethical, legal.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Graduate standing.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 660 Communication and Innovation Credits: 3 (3-0-0)**

**Course Description:** Communication's role in the process of innovation as well as the diffusion of new technologies, products, ideas, behaviors and attitudes.

**Prerequisite:** JTC 501.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** JTC 501 or written consent of graduate advisor.

**Term Offered:** Fall.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 661 Information Design Credits: 3 (3-0-0)**

**Course Description:** Theoretical and empirical review of creation, presentation, storage, and distribution of information.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Written consent of instructor.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 662 Communicating Science and Technology Credits: 3 (3-0-0)**

**Course Description:** Examination of theoretical and empirical studies concerning communication of science and technology subject matter.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Written consent of instructor.

**Term Offered:** Spring.

**Grade Modes:** S/U within Student Option, Trad within Student Option.

**Special Course Fee:** No.

**JTC 664 Quantitative Research in Communication Credits: 3 (3-0-0)**

**Course Description:** Advanced quantitative research methods used in communication research.

**Prerequisite:** JTC 500.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** JTC 500 or written consent of graduate advisor.

**Term Offered:** Fall.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 665 Qualitative Methods in Communication Research Credits: 3 (3-0-0)**

**Course Description:** Techniques for collecting; interpreting, analyzing qualitative communication data.

**Prerequisite:** JTC 500.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** JTC 500 or written consent of graduate advisor.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 670 Communication in the Social Processes of Risk Credits: 3 (0-0-3)**

**Course Description:** Communication and psychological, sociological, and cultural factors shaping risk involving technology, health, environment, disasters, sustainability.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Graduate standing.

**Term Offered:** Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 684 Supervised College Teaching Credits: Var[1-18] (0-0-0)**

**Course Description:** Philosophy, techniques, and approaches to teaching journalism skills courses, as supervised by faculty.

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Written consent of instructor.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 687 Internship Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Written consent of instructor.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 690 Workshop Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Written consent of instructor.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 695 Independent Study Credits: Var[1-3] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Written consent of instructor.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 698 Research Credits: 3 (0-0-3)**

**Course Description:** Development of theoretical basis and methodology for thesis or research project.

**Prerequisite:** JTC 500 and JTC 501.

**Restriction:** Must be a: Graduate, Professional.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 699 Thesis Credits: Var[1-18] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Terms Offered:** Fall, Spring, Summer.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 784 Supervised College Teaching Credits: Var[1-18] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 790 Workshop Credits: Var[1-18] (0-0-0)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Instructor Option.

**Special Course Fee:** No.

**JTC 792A Seminar: Health and Risk Credits: 3 (0-0-3)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.

**Registration Information:** Graduate standing.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 792B Seminar: Human Computer Interaction Credits: 3 (0-0-3)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Graduate standing.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 792C Seminar: Communication Technology in Organizations Credits: 3 (0-0-3)**

**Course Description:**

**Prerequisite:** None.

**Restriction:** Must be a: Graduate, Professional.

**Registration Information:** Graduate standing.

**Terms Offered:** Fall, Spring.

**Grade Mode:** Traditional.

**Special Course Fee:** No.

**JTC 792D Seminar: Ethics, Law, and Policy Credits: 3 (0-0-3)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Graduate standing.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 792E Seminar: Strategic Communication Credits: 3 (0-0-3)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Graduate cooperative program, Professional.**Registration Information:** Graduate standing.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 792F Seminar: Media Technology and Society Credits: 3 (0-0-3)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Graduate standing.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793A Seminar: Experimental Design Credits: 3 (0-0-3)****Course Description:****Prerequisite:** JTC 500.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** JTC 500 or written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793B Seminar: Survey Design Credits: 3 (0-0-3)****Course Description:****Prerequisite:** JTC 500.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** JTC 500 or written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793C Seminar: Content Analysis Credits: 3 (0-0-3)****Course Description:****Prerequisite:** JTC 500.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** JTC 500 or written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793D Seminar: Qualitative Methods Credits: 3 (0-0-3)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793E Seminar: Human Factors Credits: 3 (0-0-3)****Course Description:****Prerequisite:** JTC 500.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** JTC 500 or written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 793F Seminar: Critical and Cultural Methods Credits: 3 (0-0-3)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**JTC 795 Independent Study Credits: Var[1-18] (0-0-0)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 798 Research Credits: 3 (0-0-0)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Written consent of graduate advisor.**Terms Offered:** Fall, Spring.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**JTC 799 Dissertation Credits: Var[1-18] (0-0-0)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.