

JOURNALISM MINOR

Journalism prepares students for professional careers and/or graduate study in a wide range of mass media fields including news (print and online), public relations and advertising. Courses emphasize the development of strong writing, critical thinking and persuasion skills, as well as ethical communication. Journalism minors will focus on gaining competence in one of the tracks of the Journalism major: News, Public Relations or Advertising. Courses in various forms of professional writing and communication skills include media writing, advertising writing, public relations writing, editing and social media.

Journalism Minor Requirements: 18 credits *

Code	Title	Credits
JRM 215	Media Literacy	3
JRM 319	Media Writing	3
JRM Upper-level Electives ¹		
Select four JRM courses (12 credits) 300-level or above.		12
Total Credits		18

¹ JRM 493 Directed Independent Readings, JRM 455 Projects in Communication, JRM 477 Advanced News Production, or all Internships for credit (JRM 479 Graphic Design Internship, JRM 483 Public Relations Internship, JRM 485 News Internship, JRM 487 Advertising Internship) will not count towards the minor but only as electives taken with the consent of instructors.

* Kingfisher concentration requirements are 9 credits total, chosen from the list of courses in the associated minor. Unless otherwise specified.

Courses

JRM 215. Media Literacy. 3 credits. FA, SP (Magis: Understand Soc Sci; Designated Technology)

This introductory course explores the impact of media, digital communication, and technology on society. Students will analyze the fundamental concepts and questions connected to media literacy and learn how to critically apply those skills in their everyday lives. Students will also learn how technological changes continue to shape the future of mass communications and will explore various concepts including fake news, attention economy, online civic reasoning, data visualization, and cyber security/privacy. Satisfies Magis Understanding Social Science, designated Technology course.

JRM 315. Public Relations and Advertising Principles. 3 credits. FA

This is a collaborative, team-taught class that will incorporate half a semester each of PR Principles and Advertising Principles. In both you will learn about fundamental principles of persuasion, targeting, advocacy work and how these two distinct but related fields work with audiences.

JRM 319. Media Writing. 3 credits. FA, SP, SU

Students learn basic news writing forms and techniques and develop their interviewing and writing skills in gathering and writing news and feature stories for the student newspaper. The course also introduces students to ethical, legal and other issues surrounding the role of media in a democratic society. P. One Magis Core Contemporary Composition course.

JRM 320. Professional Writing. 3 credits. FA

A course that teaches students to apply their writing and communication skills to professional formats such as executive summaries, power point presentations, abstracts of technical articles, professional proposals, copy for posters and copy for web pages. Course work will include oral presentations and integration of writing and graphics. P. Contemporary Composition course.

JRM 321. Advanced Reporting. 3 credits. OD

The advanced course builds on skills and concepts developed in JRM 319, Media Writing. Students research and write in-depth news articles for publication in campus media and beyond, focusing on specialized forms of reporting about government, business and politics. The course also emphasizes using computer tools, documents, data collection and analysis in the reporting. P. JRM 319.

JRM 322. Feature Writing. 3 credits. OD

The course explores the art of writing numerous types of features for newspapers and magazines including personality profiles, in-depth examinations of issues and problems, reviews, columns, editorials and humor. Course will stress research, writing and analytical skill development. Students also learn free-lance writing techniques and methods. P. JRM 319 or IC.

JRM 326. Sportswriting. 3 credits. OD

This in-depth course in the art of sportswriting provides students with experience in covering sports. The topics include how to interview coaches and players, how to obtain and report on sports statistics and how to write a variety of sports features incorporation multimedia. P. JRM 319.

JRM 327. Social Media. 3 credits. FA

This course explores the development, art and practice of writing, editing and producing social media content over a range of platforms and networks in news, public relations and advertising. The course also will examine ethical and legal aspects of social media and its role in social justice.

JRM 331. Editing. 3 credits. FA

The course introduces students to the fundamentals of preparing copy for publication by emphasizing grammar, punctuation, style, consistency, clarity and accuracy. Students learn to work with writers, to write headlines and captions, to develop infographics and to be aware of ethical, legal and taste considerations when editing. P. JRM 319.

JRM 339. Global Case Studies. 3 credits. SP

The course explores stakeholder engagement and stakeholder management in a variety of disciplines, fields, and cultural contexts. Through case studies and scholarly research, students will investigate how leaders can develop their intercultural skills to foster optimal engagement and understanding in a global society. P. Understanding Social Science.

JRM 341. Public Relations Writing. 3 credits. FA (Magis: Written Communication)

The course offers an in-depth examination and hands-on experience in the writing of various public relations formats including direct mail pieces, brochures, news releases, thought leadership blogs, speeches, grants and social media/website content. Students will also develop their editing skills. Satisfies Magis designated Written Communication course. P. Contemporary Composition, Sophomore standing or IC.

JRM 347. Media Strategy. 3 credits. FA

This course provides integrated and comprehensive experiences in advertising decision making. Experience gained in advertising principles, and advertising media writing is culminated in planning, executing and proposing a comprehensive advertising campaign. Working in teams, students will approach and solve advertising problems as an agency would for a client. May be repeated up to three times. P. JRM 315 or IC.

JRM 365. International Mass Communications. 3 credits. OD

The course examines the role of the mass media in an era of globalization and mass media's impact on societies throughout the world, emphasizing the issue of freedom of expression and of the press. The countries studied reflect areas of special contemporary interest.

JRM 419. Online Storytelling. 3 credits. SP

This course provides vital digital skills to future journalism and public relations professionals. As communication shifts online and to mobile platforms, this course places an emphasis on developing familiarity with multiple platforms and storytelling genres. Students will also learn the dynamics of data in augmenting storytelling and behavior tracking audience. P. JRM 319 OR JRM 320.

JRM 433. Advertising Copywriting and Design. 3 credits. SP

The course explores techniques in writing advertising copy for all media using practical assignments. P. JRM 315.

JRM 435. History of American Mass Media. 3 credits. SP

The course explores the history of mass communication and mass media in America and its role in society, from the forerunners of the newspaper to current trends in digital media. Students will learn about the history of press freedoms and will explore how media history and American political and social history are intertwined. P. Critical Issues in Human Inquiry; Junior or Senior Standing.

JRM 438. Media Ethics and Law. 3 credits. SP

Using numerous case studies, the ethical principles of media practice are explored, in addition to the legal principles of defamation, privacy, copyright, and trademark laws. First Amendment moral and legal issues are explored also. P. Ethics course.

JRM 440. Media Research. 3 credits. FA, SP

This course is designed to teach students to conduct or understand research methods that are often used in the mass communication industry. Discussion covers and applies mass communication theories, sampling methodologies, statistical analysis, and interpretation of data. The course also introduces students to qualitative research methods common in mass communication research. P. Mathematical Reasoning course; Junior standing.

JRM 445. Public Relations Campaigns. 3 credits. SP

This course provides comprehensive insights into public relations decision making. Experiences gained in the class will help students execute an integrated public relations campaign. Students will work in teams as they conduct a public relations audit and develop a comprehensive public relations plan for a local or national non-profit client. Students will also learn the fundamentals of public relations event planning and public relations advocacy. Course may be taken twice for a total of 6 credits. Prereq: JRM 315 or MKT 377 or Instructor Consent.

JRM 455. Projects in Communication. 1-3 credits. FA, SP, SU (Same as GDE 455)

Students develop a project in any of the mass media that is approved by a faculty member. The course may be repeated until a maximum of six credit hours have been accrued. Graded Satisfactory/Unsatisfactory. P. IC.

JRM 477. Advanced News Production. 1-3 credits. FA, SP

Students gain experience by working for one of the department's student media including The Creightonian or Creightonian Online. May be repeated for up to nine credit hours. P. IC.

JRM 479. Graphic Design Internship. 1-3 credits.

Students will gain professional experience in graphic design through working in supervised graphic design jobs. Graded Satisfactory/Unsatisfactory. P. GDE 380 and IC.

JRM 481. Broadcast and Video Internship. 1-3 credits.

Students gain professional experience through working for a radio, television or cable organization on a part-time basis for a semester or during an interterm period on a full-time basis. Graded Satisfactory/Unsatisfactory. P. IC.

JRM 483. Public Relations Internship. 1-3 credits. FA, SP, SU

Students gain professional experience by placement in a public relations department or agency on a part-time basis for one semester (or appropriate period during summer or interterm periods on either a full- or part-time basis) to learn how particular problems in public relations are handled and the methods used by that department or agency to communicate with its various publics. May be repeated. Graded Satisfactory/Unsatisfactory. P. IC.

JRM 485. News Internship. 1-3 credits. FA, SP, SU

Students gain professional experience with placement in news medium or agency on a part-time basis for one semester (or appropriate period during summer or interterm periods on either a full- or part-time basis) to gain practical experience in news gathering, writing and editing. May be repeated. Graded Satisfactory/Unsatisfactory. P. IC.

JRM 487. Advertising Internship. 1-3 credits. FA, SP, SU

Students gain professional experience by placement in a communications medium or agency on a part-time basis for one semester (or appropriate period during summer or interterm periods on either a full- or part-time basis) to gain practical experience in the procedures and functions of planning, preparing, placing and selling advertising messages and materials. May be repeated. Graded Satisfactory/Unsatisfactory. P. IC.

JRM 493. Directed Independent Readings. 1-3 credits. FA, SP, SU (Same as GDE 493)

Students work with a faculty member who agrees to supervise the directed independent readings. May be repeated until a maximum of six credit hours has been accrued. P. IC.

JRM 529. Law of Mass Communication. 3 credits. FA, SU

The course examines the legal limitations and privileges affecting publishing and broadcasting including libel, copyright, constitutional guarantees and restrictions on freedom of the press, the FCC, FTC, etc. P. Jr. stdg.

JRM 599. Senior Capstone: Entrepreneurial Media. 3 credits. FA

This project-based capstone is for journalism seniors in the news, advertising, public relations tracks. The course explores entrepreneurship and innovation in a media landscape that is constantly evolving. The course focuses on concepts of entrepreneurship and new media business models. Student research, design, and pitch an entrepreneurial idea that integrates content from their major courses with new content on entrepreneurship. P. Senior Standing; Journalism majors; Oral Communication course.

JRM 999. Upper Level JRM Transfer Cred. 1-21 credits.