

Spring 2018 Courses

MC110	Mass Communication in Society	Smethers, Steven	Mass Communication in Society is an introductory media course that explores all kinds of media platforms, content, operations and potential audience impacts. The class takes a special look at how today's media systems evolved, focusing on the significant contributions of journalists, strategic communication specialists, broadcasters and entrepreneurs in Kansas and surrounding states, and how media platforms have become the essential thread that holds communities together, with a special focus on media and community engagement. MC 110 is a prerequisite to more advanced courses in Journalism and Mass Communications, Agriculture Communications and Journalism, Animal Science Communications and Marketing and Secondary Education with an emphasis in English and Journalism. The class is a K-State 8 class, with an emphasis in History.
MC120	Principles of Advertising	Borden, Jonathan	Whether you dream of a career on Madison Avenue or just enjoy Mad Men, you are (and always will be) surrounded by advertisements. This course is intended to introduce K-State students to the world of advertising, explaining just where, how, when and why advertising is effective. You'll also learn how you can be smarter about recognizing attempts to make you spend more, buy a specific product or dream of a certain lifestyle. Providing both a general overview and detailed examination of the advertising industry, this class examines the relationship of advertising with American media and culture, the evolving nature of persuasive communications and the future of how organizations will use compelling content to persuade you to give them your money.
MC160	Principles of Journalism	Smith, Andrew	In this class students will get a look into the exciting world of journalism in America. Our society needs the skills and service provided by journalists more than ever right now, and students in this class will learn the basics of the ethics, duties and skills of journalists today. Members will also participate in the KSU Newsdesk, monitoring breaking news, making beat calls and getting hands-on experience in news gathering.
MC165	KSDB-FM Participation	Wirka, Vern	KSDB-FM produces programming content, both audio and video, on a 24/7 basis every day of the year. When you enroll in this zero credit class, the doors to the state-of-the-art world of KSDB-FM open for you to join in the fun of using high tech to provide news, sports, weather, music entertainment and public affairs to an audience listening and watching over the air and streaming on multiple platforms.
MC166	KKSU-TV Participation	Hallaq, Tom & Homburg, Nick	Maybe you helped produce television content in high school, or maybe you're interested in television production but don't have a clue what that includes. Through KKSU-TV Participation, you can do all of that and get your hands dirty along the way. This is your chance to get your hands on all the equipment in the Channel 8 News television studio and learn how it works through first-hand experience. Become an integral part of the team producing a weekly live television show.
MC180	Principles of Public Relations	Zhang, Angela	The purpose of this course is to provide a general overview of the practices of public relations and to provide exposure to a number of selected topics in the field of public relations such as history, law, ethics, theory and the international nature of public relations. This course will serve as an introductory course for pursuing the major. The course will provide a comprehensive understanding of public relations' role in organizations and society; how public relations has been developed as a discipline; and the contemporary roles of public relations in organizations and society. Basic public relations principles and theories will be examined in addition to applied perspectives. Students will discuss public relations issues and trends as well as international and ethical considerations involved in the practice of public relations. Students will be encouraged to think more broadly considering the globalized communication function of public relations and having their own ideas about public relations through the discussion of misunderstandings and misperceptions about the field of public relations.

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MC200	News and Feature Writing	Mwangi, Samuel	News and Feature Writing is designed to offer a foundation in gathering information and writing it accurately, logically and compellingly using journalistic standards. The course employs a hands-on approach using a coaching method designed to nurture the skills of students. After this class, successful students should begin to conduct effective research and evaluate the information using journalistic standards, develop good interviewing techniques and conduct effective interviews with diverse news sources, understand and apply First Amendment principles and the law appropriate to professional practice, critically evaluate their work for accuracy, fairness, clarity, appropriate style and grammatical correctness, and gain a better understanding of journalism's social responsibility.
MC221	Advertising Strategy and Writing	Olsen, Katie	Advertising is changing. Every. Single. Day. In order to become the best advertisers with the smartest strategic minds, we must not only understand and follow principles of the industry, but we must also stay up-to-date on how brands are creating their messages and using technology to implement their strategies. In Advertising Writing & Strategy, you will get a chance to work on your professional writing as well as understand when it's okay to break grammatical rules (think of Chick-fil-A's Eat Mor Chikin campaign!). You'll get a chance to shadow advertising professionals in an area of interest to you, and you will work on a team to promote an on-campus organization through market research and a strategic creative campaign. Come join us as we take advertising to the next level and move you on the road to being an expert in strategic communication!
MC241	Editing	Baltrip, Kimetris	Editing is not proofreading. This course moves beyond asking to students to have a critical eye for correctness to requiring them to use critical thinking skills to decide if communication is effective. The growth of digital media means copy editors now handle print and digital content, but ethical concerns have changed, too, because of what has been termed a "bad news ecosystem." Students in this course will be guided through steps that help copy editors manage the various challenges they face in today's media landscape.
MC251	Digital News	Cozma, Raluca	Learn how to tell stories across platforms! This course prepares students to work in the current journalism environment of converged electronic media: radio, television, the Internet and social media. It introduces students to techniques in broadcast-style writing, copyediting, interviewing, reporting fundamentals, electronic audio and video production and nonlinear editing. Students will also learn best practices for creating competitive digital portfolios.
MC280	Public Relations Writing	Borden, Jonathan	PR Writing will stretch your writing skills beyond the basic writing you have been required to do in other classes. Specifically, this class concentrates on almost every type of Public Relations product you may be asked to write in a job setting. You will be writing: news releases, feature stories, social media news releases, audio news releases, fact sheets, media advisories, speeches, obits, business correspondence to include good and bad news letters, fundraising (request) letters and cover letters to apply for a job. Additionally, there are two major projects. The first is producing a media kit, and the second is preparing a six-panel brochure. Preparing all these materials also requires that you use the proper Associated Press Style. All these assignments make good materials to use in your portfolios.
MC290-B	Social Media Strategy	Borden, Jonathan	Over a few short years, social media has emerged as the dominant form of media in American society. It is where we get our news, see our friends, learn about the world and learn what things we should buy next. For strategic communicators (public relations, marketing, branding and advertising) social media is the new frontier, the key space to reach the public, attract potential consumers, to respond to consumer frustrations and to grow our businesses. This course focuses on how businesses utilize social media to reach consumers, to create loyal shoppers and to keep users coming back for more.

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MC316	Data Journalism	Baltrip, Kimetris	As web development continues to make information more accessible, professional journalists have become more investigative and enterprising in their work. The broader access to data has spurred growth in data journalism, which involves strategies to obtain, interview, scrutinize, analyze and present data to an increasingly digital readership. This practical course surveys the avenues today's journalists take to gain new insights and the reporting skills they use to harness advances in digital media.
MC331	Digital Photography	Adams, William	Digital Photography is a basic course that teaches how to use the camera. This includes f-stop, shutter speed, depth of field, exposure and different lens. It also teaches lighting and how to control it. Finally, it teaches the different methods of commercial photography and enough photo editing software to know how to correct and print pictures.
MC380	Strategy and Planning	Skidmore, Debra	Strategy and Planning will teach you the nine-step process to prepare a Public Relations plan. After understanding each step and doing exercises to make sure you know how and why these steps are in place, you will be assigned to a real client to prepare a detailed PR plan for them. You will work in a group of three or four other students to prepare and do the research necessary to make this plan usable and helpful for your client. This will include a client profile, a detailed look at the organization and situation of the business or organization, a look at who their publics and their limiters are, goals, objectives, tactics, messages, timeline, budget, research data from what the client wants to know and critiquing your self to see what you could have done better. After the plan is prepared, a 20 minute presentation is given to the client and the class. Your fellow students will critique your work just as you will critique their plans/presentations for their clients.
MC382	Public Relations Case Studies	LaGree, Danielle	Public Relations Case Studies is a course designed to provide future strategic communication professionals with an in-depth view of how PR works, from research to execution to evaluation. Rather than learning and practicing PR skills, students will engage in rigorous, critical reflection of PR cases; strategic thinking and in-depth discussion is essential during every class session. We will explore a variety of cases across different industries, contexts and situations to illustrate the complexities of the PR field and the different sectors within which PR operates. We'll do a deep dive into successful PR programs centered around community relations, internal/employee relations, corporate social responsibility, travel and tourism, crisis communications and much more!
MC385-A	Media Practicum - Newspaper	Wolgast, Stephen	Join the Collegian editorial staff to publish news and features about campus and the community on the organization's app, website and in the newspaper. Practicum students may contribute as reporters, photographers and editors as they build their portfolios with published work. Students will complete 120 hours of work as well as a short essay.
MC385-B	Media Practicum - Yearbook	Wolgast, Stephen	The only annual record of people and events at K-State is also the nation's most-decorated yearbook. The staff of the Royal Purple is in its second century of covering the highs and lows of campus life in words and pictures using techniques prized by magazine editors. Students will complete 120 hours of work as well as a short essay.
MC385-C	Media Practicum - Radio	Wirka, Vern	While KSDB-FM has a proud history of 70 years, it cannot be defined as a legacy or outdated medium. When you enroll in Radio Practicum, the doors to the state-of-the-art world of KSDB-FM open for you to join in the fun of using high tech to provide news, sports, weather, music entertainment and public affairs to an audience listening and watching over the air and streaming on multiple platforms. As a radio practicum student, you have input into devising a plan to meet the 120 working hour course requirement that matches up with your goals. KSDB-FM produces programming content, both audio and video, on a 24/7 basis every day of the year.

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MC385-D	Media Practicum - Video	Hallaq, Tom & Homburg, Nick	Breaking in to the television industry requires on-the-job experience. Where will you get your experience? Right here in Media Practicum in the Channel 8 News studio at Dole Hall. For this course you will work closely with a team of students to produce a weekly television program, anchor, report, direct and fill the other jobs connected to creating a successful television show. Students in Media Practicum will be leaders in the newsroom and build a solid portfolio along the way while fulfilling the 120 hours that the course requires.
MC396	Strategic Communication Research	LaGree, Danielle	What's the secret behind Dairy Queen's new "Fan Food, Not Fast Food" brand platform? How could popular yoga brand, Lu Lu Lemon, have avoided an epic PR crisis when the media interviewed its CEO? If you answered "strategic communication research" you are right! Successful organizations are investing in research to better understand the needs and perceptions of their target audiences. This course takes a practical approach to research, meaning you'll be exposed to common challenges organizations are facing today and will learn how to combat these challenges from a research perspective. We'll focus on two main types of research: qualitative and quantitative, and three research methods: in-depth interviews, focus groups and surveys. You'll learn how to create and use research instruments, analyze data, and present findings in a visually-appealing and easy-to-understand manner that aligns with client/organizational goals.
MC406	KKSU-TV Reporting	Smith, Andrew	Being a television journalist means many things, and this class is where you get to be part of a real newsroom team. The students of Channel 8 News produce a weekly live television news program, learning all the positions that go into getting the news on the air. Students will anchor a newscast, report, produce weather and sports reports and learn and perform technical positions as well. Being a member of a journalistic newsroom teaches teamwork and performance under pressure, and students will walk away with skills and a portfolio that will be useful in helping obtain their first job.
MC410	Sports Reporting	Smith, Andrew	One of the biggest entertainment industries in America, competitive sports is a way of life for many, and those who report on the issues and competitors are on the same ride. In this class, students will learn about the history and landscape of sports reporting in America, and learn the skills to become a sports reporter. Students discuss and put into practice the sports storytelling techniques that are successful today, hear from many industry professionals and try their hand at all aspects of sports journalism.
MC416	Photojournalism	Homburg, Nick	Photojournalism is an in-depth study of documentary photography and how to create images with greater meaning and impact. Simply put, this is not an introduction to photography class. This course is an introduction to the great tradition of documentary photography. Students learn to see the world around them in a new way and produce documentary stories. By the end of the course, students will demonstrate the ability to employ documentary photojournalism techniques to capture photographs that contain the emotions and circumstances of the people photographed. They will also learn how to construct a story in pictures, connected by a visually recognizable theme or topic using varying story structures. Students can expect a great deal of time spent outside of class researching assignments and taking photographs. Keep in mind, this is not like a typical class where you can complete your reading and writing assignments independently. Photojournalism doesn't work that way. You will be heavily dependent on other people's schedules, as well as when good light will be available.
MC426	Magazine Editing and Design	Glasscock, Kelly & Jean Folkerts	Students in this course will work together to learn and practice the skills behind producing a publication, while also learning the value of teamwork to complete a project. From day one, the class embarks on a mission to create the alumni publication of the Miller School – Update magazine. This hands-on course charges the student to generate story ideas, gather information, write stories, take photographs, design spreads and edit the magazine to ultimately distribute a final publication to all alumni of the A.Q. Miller School of Journalism and Mass Communications. Students experience a newsroom-like setting as they each take on unique and crucial tasks, which when completed, culminate in a printed magazine.

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MC446	Advertising Media Planning	Olsen, Katie	Have you ever thought about the “How?” and the “Why?” when it comes to your favorite TV commercial? Why is it playing during that specific show, or why is that print ad targeting you in the latest edition of your favorite magazine? In Advertising Media Planning, we will dive into the strategy and concepts that go into making decisions that impact both companies and consumers every day. You will research and create all aspects of a media plan, and you will get a chance to interact with media planning professionals that execute these plans on a daily basis!
MC466	Law of Mass Communications	Wirka, Vern	Constitutional law, in the form of the First Amendment, guarantees freedom of speech and press, but the interpretation is a complex process involving common law, statutory law, executive law, administrative law and our court system. In a digital world of social media, how does the law define speech and press? Can you be found liable for defaming someone when the information you published contains only factual statements? What are your legal responsibilities and if subject to a lawsuit, what are your defenses? The Law of Mass Communications is your guide to prepare yourself for your media career by gaining an understanding of contemporary law application in: intellectual property, privacy, defamation, confidential sources, access to the courts and public documents.
MC472	KKSU-TV Production	Hallaq, Tom	Being a leader in the media industry is a goal for many journalists. To be a successful leader, you must start learning early how to lead well. One of those first steps is working successfully as a content producer. KKSU-TV Production gets you started in the right direction as you learn from hands-on experience what it takes to lead a team of journalists to produce a television newscast. As a class we will learn and review the tools you need to be a successful producer and newsroom leader by producing a show each week. You will be required to be an active team member in the Channel 8 News newsroom by attending every story meeting, class session and newscast. In the end, you will become more confident in communicating as a newsroom leader and in managing a news staff.
MC480	Advertising and Public Relations Design and Production	Quinn, Sara	The world is visual. There’s competition for your eye at every turn, on every platform and device. The best design cuts through visual clutter. It’s meaningful and effective, allowing you to quickly grasp a tough concept, to see the big picture, understand nuance and to engage with the world around you. Polish your creative work with a strong grasp of typography, color, concept and hierarchy. In this course, you’ll work with essential software for print and digital media to create a conceptual campaign, a magazine design, data visualization and a personal brand. We’ll explore logos, data visualization, photography, branding guidelines and the basics of code and web development.
MC557	Advertising Portfolio	Thomas, Jana & Olsen, Katie	In this course, you will have the opportunity to generate (or enhance) your professional creative portfolio. Whether you are looking to pursue a career in advertising design, public relations, media planning, account management or social media, the self-directed projects offered will allow you to focus your thinking, refine your craft and effectively present your work to industry professionals. The class will feature a mix of hands-on team and individual real-world client projects and in-class visits from industry professionals.
MC564	History of Mass Communication	Krysko, Michael	Fake news? "Liberal" Hollywood? Sexist advertising? Offensive stereotypes? If these topics spark your interest, then you should consider taking MC 564 – The History of Mass Communications! This course explores how mass media have developed in the US. The course looks closely at the role new technologies play in the rise of new mass media. It considers how various political, economic, social and cultural forces shaped various media over time. Topics covered include: objectivity and the news, gender representation in media, mass media's role in foreign relations and popular beliefs about the supposed power of mass media.

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MC572	Global Mass Communication	Mwangi, Samuel	This course offers a broad survey of global mass communication with a special emphasis on the political, cultural and economic implications of the expanding power and influence of world media systems. Upon successful completion of this course, students will understand the historical evolution and current state of global mass communication, the theoretical framework in use in global communication scholarship, the major issues and trends in global communication, the different media systems and the unique role of the United States in the global media system, and gain basic skills and understanding necessary for international careers.
MC580	Convergence Reporting	Quinn, Sara	Technology is a big part of journalism and storytelling. As you walk into your first newsroom job, you need to be prepared to work in a storytelling arena that is still being invented—and will continually be refined. Extend what you have learned in print and broadcast courses to a real world, cross platform media environment. This class will expose you to various types of storytelling styles and trends in digital reporting through a hands-on process. You will produce stories in a variety of formats, with an eye to what works best for the given platform. You will learn to critically analyze strategy and content from professional media with a focus on when, where and how audiences want their news.
MC589	Media Audiences	Adams, William	This class deals with the collapse of the mass audience, where they have gone and how this affects both advertising and production. It then discusses how professionals deal with the new limited and specialized audience patterns, how they are measured and how to reach them without causing further fragmentation. The class also deals with the potential for audiences on a world-wide level.
MC589	Drone Photography & Video	Homburg, Nick	Drones in Media is a one-of-a-kind class in which the A.Q. Miller School of Journalism and Mass Communications works closely with Kansas State Polytechnic to offer a course open to all students and colleges at Kansas State University. In this class, students will learn core skills such as sUAS (Small Unmanned Aircraft System) operation and flight training, photo and video capturing and editing techniques, professional storytelling practices, sUAS equipment and safety protocols, sUAS privileges and limitations, ethical sUAS practices, aviation weather and hazards and airport procedures and radio communication for sUAS. Within this class, students will have the opportunity to apply and test for their FAA Remote Pilot in Command License. Successful students will not only leave the class with the skill set to safely and responsibly pilot a sUAS and collect and produce aerial media content. They will do so as a Federally Licensed Commercial sUAS Remote Pilot in Command.
MC589	Social Media News Strat	Smith, Andrew	In the changing world of multi-media journalism, social media has become an essential part of dissemination, both as a breaking news platform and a distribution method for finished products. This class will trace a brief history of the rise of social media and its current effect on local news media in news selection and news gathering. Students will follow news organizations' coverage from breaking news to finished product on multiple platforms and create strategies to better utilize social media in the digital age. By studying multi-platform journalism, and the effect on news selection, students will gain a greater appreciation and understanding of the role of social media in news dissemination and prepare to enter the workforce with an understanding of the power of social media.
MC589	Travel/Tourism Public Relations	DeSanto, Barbara	Travel and tourism is one of the world's top three industries. This course introduces the career field of strategic communication and promotion in tourism. You'll learn how public relations, advertising and marketing work together in the field, what global and local issues affect tourism and promotional strategies for different destinations.

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MC625	Media Relations	Skidmore, Debra	This class teaches students all about relationships. In order to work with any media -- print, digital or broadcast, a relationship of trust must be formed to build a good bridge between your company and the media. I bring in several guest speakers who work in Media Relations for a living and they tell students about various events they have worked -- some good -- some not so good -- to get the company's message out. Students learn how to write Talking Points, how to dress for being on air, things to avoid and areas that are off limits to coverage and things to stress when working with the media. Media Relations is not an easy line of work. Good MR people can work in a crisis and hold it together and help their company and the media without losing the trust of either entity.
MC640	Ad Campaigns	Tefertiller, Alec	Advertising Campaigns is the capstone course for the advertising sequence. It is designed to bring together all of students' previous coursework in advertising, mass communication and beyond to produce an advertising campaign plan for an actual, real-world client. Students will work together in teams to research, identify target audiences, plan the creative brief, develop creative executions, and create a media plan for an advertising campaign. They will then pitch the campaign to their client. Students will leave the course with a portfolio-ready campaign plan. Activities include performing a SWOT analysis, conducting and presenting the results of primary research, weekly progress reports, the production of an extended plans book and a client pitch presentation.
MC645	Public Relations Campaigns	Zhang, Angela	This course will provide students with hands-on experience in strategic public relations management. Students will be developing public relations communications programs or campaign plans for a real-world client with the skills acquired in previous courses such as research, strategies and tactics, writing and visual communication. Students will be working in teams for a real-world client. As this course intends to simulate a real-world experience, students will be assessed based on the quality, creativity, and professionalism of the produced work.
MC665	Managing Integrated Strategic Communication	Martin, Ashley	Managing Integrated Strategic Communications serves as investigation of managerial decision making in advertising and public relations programs. The course emphasizes strategic and logical thinking in the decision-making process and draws from theories and practices from media management, social/cognitive psychology and integrated marketing communications. Once you are working in your career field, you very well may find yourself specializing in one area of communications — but you'll likely draw on your knowledge of other areas within the broader communications field as well. As communicators, we understand the difference between public relations, advertising, marketing, etc., but employers, clients and organizations who rely on us do not necessarily understand the technical differences. Therefore, it is essential that you have a strong understanding of the interaction and cross-functionality of strategic communication disciplines to best hone your craft. Your work will be stronger because of it, and your future employers will no doubt see the in value your ability to think critically across disciplines.
MC712	Environmental Communications	Baker, Lauri	Combines theoretical discussions with practical experience regarding communications about environmental issues and provides introduction to natural and applied science topics related to the communications plan.
MC730	Seminar in Issues of the Media	Tefertiller, Alec	Recent innovations in digital media, most notably the ubiquitous adoption of the Internet and its associated technologies, have profoundly impacted media audiences. The current Web 3.0 environment has presented communicators with new opportunities as well as new hazards. From social analytics to intellectual property, this seminar will focus on media audiences in the digital age. Driven by Webster's structural map of media audiences, we will examine key texts analyzing how digital audiences are identified and constructed, including Jenkins's Convergence Culture, Turov's The Daily You, and Williams and Delli Carpini's After Broadcast News. In addition, legal issues will be explored through Doctorow's Information Doesn't Want to be Free. Theories and methodologies of new media will also be discussed. Class activities include the facilitation of weekly discussions, short reflective papers, a research paper proposal and final research paper.

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MC765	Communication Theory	DeSanto, Barbara	Theories are academic ways of explaining things that people see in their daily lives, so in this course the academic theory names are matched with the actions. Students work with the different human and mass communication theories throughout this class - at the end of the course they are able to confidently begin their own graduate research work.
MC780	Research Methods in Mass Communications	Cozma, Raluca	Survey of research methods used in the study of the mass media.
MC850	Applied Communication Research	DeSanto, Barbara	This course provides students with individual guidance in creating a graduate thesis or project proposal ready to be defended. Beginning with developing a research question, students complete this course by writing a short literature review, selecting and describing a research method, selecting a major supervising professor, and outlining their capstone project timeline