

Kansas State University**Summer 2018 Courses****A.Q. Miller School of Journalism and Mass Communications**

MC110	Mass Communication in Society	Baltrip, Kimetris	Mass Communications in Society introduces the roles, processes and effects of mass media through an exploration of its historical, social, legal, economic and technological contributions to American and global culture. Specifically, this course is a survey of the development, expansion and evolution of print and broadcast media, digital media, public relations, advertising and the Internet.
MC130	Writing Conventions and Mechanics	Baltrip, Kimetris	Writing Conventions and Mechanics is the first module of the gateway trilogy that prepares students interested in careers in journalism and strategic communication. A primer for professional writing, the first module covers the fundamentals of style, accuracy and correctness. Students will engage in lessons that will lend to their mastery of the English language, which is an essential skill among journalists, advertisers and public relations specialists.
MC131	Media Writing Styles and Platforms	Baltrip, Kimetris	Writing Styles and Platforms offers a cursory exploration of how to write in specific fields in journalism and strategic communication. Students will be exposed to writing techniques for radio and television, digital media, advertising companies and public relations agencies. This course helps students understand the role writing plays across mass media and lays a foundation on which students will build an academic program that matches their career objectives.
MC132	Writing Perspectives	Baltrip, Kimetris	The way writing is presented is determined by the audience for which it is intended. Our Writing Perspectives course initiates students to the process of thinking beyond themselves. Specifically, students will learn how to tailor language to a particular audience to gain a desired result. This final module in the gateway trilogy surveys various goals of writing and the strategies successful journalists and communicators use to reach them.
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.

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MC180	Principles of Public Relations	Zhang, Xiaochen 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.
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	Tefertiller, Alec	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!

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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.
MC331	Digital Photography for Mass Media	Homburg, Nick	MC 331 prepares students to work in the current journalism environment of converged digital photography composition, editing and workflow for convergent media. Students learn basic theoretical concepts and principles through classroom study and practical application. Students are introduced to techniques in photography, photographic copy style writing, photo editing and workflow software. Students present their original content in class and to the audiences of the electronic media outlets.
MC385	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	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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MC396	Strategic Communication Research	La Gree, Danielle	<p>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.</p>
MC466	Law of Mass Communications	Wirka, Vern	<p>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.</p>
MC589	Drone Photography & Video	Homburg, Nick	<p>Drone Photography & Video 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.</p>

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MC589	Photo/Visual Storytelling	Smith, Andrew	As a global citizen, each person tells stories through his or her own figurative and literal lens. As international students in Italy, class members will have the opportunity to meet, understand, and tell the stories of those who live and work in Orvieto. These stories will cross borders as students learn to speak with their camera and describe a culture they are learning about in an immersive and firsthand way. Students will learn basic photography and profile writing techniques, and profile members of the community, tell their stories, and create an online platform to share those stories with the world. By understanding the people of another culture, we begin to understand our world and by telling their stories, students will capture their essence in a digital format. Study abroad. All course meetings will take place at Centro Studi in Orvieto, Italy, from May 21-June 15.
MC589	Strategic Communications Campaigns	Tefertiller, Alec C	This class will serve as bridge from our old curriculum to the new. It fulfills the capstone requirement for public relations (MC645) and advertising (MC640). Strategic Communications Campaigns is the capstone course for the strategic communication sequence. It is designed to bring together students in public relations and advertising to produce a strategic communication campaign plan for an actual, real-world client. Students will work together in teams to research, identify target publics, develop creative executions, plan publicity, and develop a budget and media plan for a communication campaign. They will then pitch the campaign to their client. Activities include performing a SWOT analysis, conducting and presenting the results of primary research, developing a publicity plan, creating advertising creative and a media plan, and conducting a client pitch presentation.
MC605	Supervision of School Publications	Glasscock, Kelly	Supervision of School Publications teaches students how to manage a scholastic journalism classroom in the 21st century. Advisers must communicate ideas and best practices to their students while also allowing them to learn in a newsroom lab. Future educators will master the critical skills needed to help students create influential journalism in a free and open forum, which results in strong student media programs protected by the First Amendment.