

MC010	Pre-Major Orientation	Journalism and Mass Communication Orientation introduces students to the curriculum, student-run media, student organizations, involvement opportunities, and JMC facilities, including the KSDB-FM station, KKSU-TV station, and the Collegian Media group newsroom. The class will explore different career options within the field of journalism and mass communications as well as prepare students with suggested electives, outside concentrations and internships that will help them on their career trajectory. There is a strong focus on networking with the departmental faculty, upperclassman and recent alumni.	Howe, Sarah
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MC110	Mass Communication in Society	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.	Smethers, Steve
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MC120	Principles of Advertising	It is estimated that the average person in the United States is exposed to 5,000 advertisements every day. Whether you dream of being an advertising executive, or you are just another media consumer, advertising is a part of your everyday life. The purpose of this course is to introduce you to the advertising industry and its practices. We'll talk about how advertisements are created, how they work, and what they mean for society. We'll explore advertising as a profession as well as a form of persuasive communication, with the goal of making students more informed media consumers.	Tefertiller, Alec
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MC130	Writing Conventions and Mechanics	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 lead to their mastery of the English language, which is an essential skill among journalists, advertisers and public relations specialists.	Baltrip, Kimetris
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MC131	Media Writing Styles and Platforms	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.	Baltrip, Kimetris
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MC132	Writing Perspectives	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.	Baltrip, Kimetris
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MC160	Principles of Journalism	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.	Smith, Andrew
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MC165	KSDB-FM Participation	Here is your opportunity to gain hands-on experience that enhances your multi-media career. By enrolling Wirka, Vern in the no-cost non-credit MC 165 Radio Participation class you join the KSDB-FM broadcast team that reaches out to a local, regional, national, and international audience – over the air, online streaming, and a rich content website. KSDB-FM operates 24/7, everyday of the year presenting news, sports, weather, music, public affairs, and a variety of specialty programs. KSDB-FM is managed and operated by K-State students. KSDB-FM is recognized as a leader in collegiate radio and the KSDB-FM team has won multiple awards. You could be the next team member to accept an award from the Broadcast Education Association, Intercollegiate Broadcasting System, or the Kansas Association of Broadcasters.	
MC166	KKSU-TV Participation	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.	Homburg, Nick
MC180	Principles of Public Relations	Throughout the semester we'll explore the public relations profession, skills related to it and will delve into different aspects of the industry (e.g., strategy and planning, ethics, reaching key audiences, corporate PR, agency PR, among others). As you'll soon learn, public relations is a broad field that boasts a wide variety of opportunities. This course is intended for students interested in pursuing a public relations-related career, or a career where knowledge of PR will be particularly beneficial (e.g., business management, fashion merchandising, agricultural communication, etc.). Now is an exciting time to join the "real world" as a PR professional: CNN.com lists 'public relations specialist' as one of the top 50 professions for job opportunity and salary potential. Additionally, the U.S. Bureau of Labor Statistics predicts a 24 percent job growth in the field. Excellent news for you!	LaGree, Dani
MC191	Audio Production Foundations	Learn the basics of audio production software.	Osen, Avery
MC192	Pixel Foundations	Learn the basics of pixel software such as Adobe Photoshop.	Kinley, Kylie
MC193	Video Production Foundations	Learn the basics of video production software such as Adobe Premiere Pro.	Osen, Avery
MC194	Social Media Foundations	Learn the basics of how to write, edit and manage social media content and evaluate your content with analytics.	Thomas, Jana
MC195	Vector Foundations	Learn the basics of vector software such as Adobe InDesign.	Staff
MC196	Web-CMS Foundations	Learn the basics of writing and designing web site content.	Staff

MC200-A	News Reporting and Writing Across Platforms	Need to be in the know? Have a passion for sharing stories with others? Telling people around us what's going on in the community and the world takes skill, imagination, determination and drive. This class will teach you how to cover the news thoroughly and fairly. You'll learn how to write in a news style that reaches professional standards. The basics are taught through in-class exercises and on-the-street practical experience that will lead to actual publication. In addition to practical learning, the course covers concepts and goals of journalism so fundamental to success in the profession. With this class setting the basics, you'll be on your way to building a portfolio that will help you land your first professional job!	Wolgast, Stephen
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MC200-B	News Reporting and Writing Across Platforms	Need to be in the know? Have a passion for sharing stories with others? Telling people around us what's going on in the community and the world takes skill, imagination, determination and drive. This class will teach you how to cover the news thoroughly and fairly. You'll learn how to write in a news style that reaches professional standards. The basics are taught through in-class exercises and on-the-street practical experience that will lead to actual publication. In addition to practical learning, the course covers concepts and goals of journalism so fundamental to success in the profession. With this class setting the basics, you'll be on your way to building a portfolio that will help you land your first professional job!	Bressers, Bonnie
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MC200-C	News Reporting and Writing Across Platforms	Need to be in the know? Have a passion for sharing stories with others? Telling people around us what's going on in the community and the world takes skill, imagination, determination and drive. This class will teach you how to cover the news thoroughly and fairly. You'll learn how to write in a news style that reaches professional standards. The basics are taught through in-class exercises and on-the-street practical experience that will lead to actual publication. In addition to practical learning, the course covers concepts and goals of journalism so fundamental to success in the profession. With this class setting the basics, you'll be on your way to building a portfolio that will help you land your first professional job!	Mwangi, Samuel
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MC221	Advertising Strategy and Writing	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!	Bower, Myranda
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MC251	Digital News	Learn how to tell visual 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 used in broadcast-style storytelling from the technical perspective. Students will use professional tools to learn the basics of video and sound recording, non-linear video editing, lighting, and other skills that cross platforms and media. Students will also learn best practices for content management and creating competitive digital portfolios. These are the skills that will help launch you into being a great visual journalist.	Homburg, Nick
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MC251	Digital News	Learn how to tell visual 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 used in broadcast-style storytelling from the technical perspective. Students will use professional tools to learn the basics of video and sound recording, non-linear video editing, lighting, and other skills that cross platforms and media. Students will also learn best practices for content management and creating competitive digital portfolios. These are the skills that will help launch you into being a great visual journalist.	Smith, Andrew
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MC280	Public Relations Writing	The Public Relations Writing class guides students through many avenues of Public Relations writing. We start off with social media news releases followed by audio news releases. Both of these releases have become an essential tool to understand and use in the PR Writing tool kit. Good leads and conclusions are stressed in writing news releases to entice the news media to want to read and use the story you have produced. We spend several days learning to write news and feature stories concentrating also on headline writing and nutgraphs. This section is rounded out by learning to write Media Advisories. Two major projects are done in this class – a media kit and writing a brochure. These types of PR Writing are more in-depth and require attention to detail. The last part of the semester concentrates on students learning how to write business letters – good news, bad news, fund raising, request and cover letters when applying for jobs. This is a well-rounded writing class and guarantees students are introduced to all the major forms of Public Relations writing.	Skidmore, Debra
MC280	Public Relations Writing	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.	Borden, Jonathan
MC316	Data Journalism	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.	Baltrip, Kimetris
MC331	Digital Photography for Mass Media	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.	Adams, William

MC331	Digital Photography for Mass Media	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.	Homburg, Nick
MC340	Editing for Print and Online Media	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.	Baltrip, Kimetris
MC341	Media Design and Data Visualization	The world is visual. There's competition for your eye at every turn, on every platform and device. Good 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. Add the skills that will get you the job you want: essential software experience, a strong vocabulary for design, an understanding of analytics, the basics of branding, code, web design and a portfolio full of effective conceptual ideas, informational graphics and more.	Quinn, Sara
MC370	Social Media in Strategic Communications	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.	Borden, Jonathan
MC380	Strategic Communication Strategy and Planning	This is a required class in this major and prepares students to write a nine-step Public Relations Plan. The first part of the semester students learn about each step of this plan and why it is important to the success of their Strategic Communications project. There are lectures, in class and out of class assignments and guest speakers who explain to students how different areas of Strategic Communications tie together with what they are learning. Once students have completed this part of the class, they are divided into working groups and assigned a client. Clients are chosen out of Manhattan and from the surrounding communities. Students get to work with real proprietors who are in need of Strategic Communications advice, and the clients will walk away with a complete Strategic Communications Plan and be given a professional briefing in the classroom by their chosen team of students. This is a professional experience that prepares the students for their capstone class in this major.	Skidmore, Debra

MC385-G	Media Practicum - Honors	What topic are you passionate about? Want to explore it over time and in detail? The honors practicum pairs you with an experienced editor who will help you figure out the best way to explore your topic from various angles, publishing articles through the Collegian that show the depth and breadth of your work. You will choose your beat with the instructor's permission and then meet regularly to discuss strategies and plans to cover it. You will end with clips that will be among the highlights of your portfolio.	Wolgast, Stephen
MC385-A	Media Practicum - Newspaper	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.	Wolgast, Stephen
MC385-E	Media Practicum - Video	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.	Homburg, Nick
MC385-B	Media Practicum - Yearbook	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.	Wolgast, Stephen
MC385-C	Media Practicum - Radio	Here is your opportunity to gain hands-on experience, for college credit, that enhances your multi-media career and prepares you for your internship. By enrolling in MC 385 C Radio Practicum you join the KSDB-FM broadcast team that reaches out to a local, regional, national, and international audience – over the air, online streaming, and a rich content website. KSDB-FM operates 24/7, every day of the year presenting news, sports, weather, music, public affairs, and a variety of specialty programs. KSDB-FM is managed and operated by K-State students. KSDB-FM is recognized as a leader in collegiate radio and the KSDB-FM team has won multiple awards. You could be the next team member to accept an award from the Broadcast Education Association, Intercollegiate Broadcasting System, or the Kansas Association of Broadcasters.	Wirka, Vern

MC396	Strategic Communication Research	<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>	LaGree, Dani
MC403	Advanced News Reporting and Writing Across Platforms	<p>You know how to cover news and you're comfortable writing features. Now you're ready to take your reporting and writing skills to the next level. This course exposes you to local newsmakers and institutions, giving you connections into reporting that goes deeper than the basics. Your best work will be published, giving it impact that classroom assignments never achieve.</p>	Wolgast, Stephen
MC406	KKSu-TV Reporting	<p>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.</p>	Smith, Andrew
MC426	Magazine, Editing and Design	<p>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.</p>	O'Daniel, Spencer

MC466	Law of Mass Communications	<p>The law is ever-changing. The interpretation of the law continues to change. How do you prepare yourself for your career in strategic communications or journalism with all this change? The answer is MC 466 Law of Mass Communications. First Amendment law is often viewed as being complicated but in MC 466 you learn the rights you have and the defenses available to you using clear and succinct language. You gain an understanding of virtually every type and source of the law, as it applies to strategic communications and journalism – from regulations to statutes, from contract law to constitutional law, from administrative law to the common law.</p>	Wirka, Vern
MC471	Advanced Production	<p>Are you interested in working as a freelance professional in the video industry? Maybe you want to work for a PR firm, an Ad agency or some other company outside the news industry? Maybe you enjoy communicating about science or other complex topics? In Audio and Video Production we will do all this as we learn together to navigate the world of corporate-style video, working for clients outside our classroom to produce a video product useful for those clients. You will be responsible for communicating with your assigned client to determine their needs, goals and objectives as they relate to video communication – then you will produce and deliver a product that meets those needs. To be successful, you will need to attend class meetings and interact regularly with your client. Class assignments will all prepare you to produce a quality final product.</p>	Hallaq, Tom
MC472	KKSU-TV Production	<p>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.</p>	Hallaq, Tom

MC490	Sports PR	Sports are big business & big entertainment. This course highlights public relations' key role in promoting & managing communication & media in the sports world. Course topics include creating solid media relationships, being the voice of sports organizations in issue & crisis situations, and developing & maintaining fan bases. Throughout the course we'll identify internships & jobs in the current sports industry, & each student will have the opportunity to apply for one of his/her internships or jobs. This course requires no prerequisites, but does require energy & commitment to get through the action-packed weekly topics. Dr. Barb DeSanto, APR, Fellow PRSA, brings her professional experience working with college football, professional baseball, golf, tennis, & fishing tournaments, & regattas, & national media during her practitioner career in Florida tourism.	DeSanto, Barb
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MC491	Mass Communication Internship	Be sure to start thinking about internships early in your JMC career. The more internships you have, the better experience you'll gain. In order to do an internship for credit, you must have completed the necessary JMC prerequisite classes and you must get your internship approved by the internship coordinator. Check the JMC jobs/internships page for opportunities. The internship packet at the bottom of that page explains what you need to do to get your internship approved.	Freeland, Gloria
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MC550	Health Communication	This course is suitable for students who are interested in strategic communication, hospital PR, non-profit PR, and health journalism. The course will focus on various health topics (human, environment and animal health) and the vital role communication plays in educating the public about risks and changing behaviors at individual, societal and national levels. Students will also learn the behavior formation (e.g. why people smoke or drink excessively) and change process and about the effective strategies that have been applied in various health campaigns (e.g. advocacy, entertainment-education, social marketing, and social media). Various health communication campaigns will be discussed in class.	Muturi, Nancy
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MC572	Global Mass Communication	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.	Mwangi, Samuel
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MC573	Ethics in Mass Communication	Are there any ethics in our field? Yes! Even though we often ignore them to the damage of the media and our future. Ethics deal with how we behave and how we bring credibility to our position. We'll learn the difference between ethics and law and the difference based on what area you're going into. We'll discuss the rules set up by organizations and what to do when the rules don't provide an answer. In shorts ethics deal with basic behavior and your actions to protect you in difficult situations and to give you trust and the ability to do your job for the long term.	Adams, William
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MC576	Mass Communications and Political Campaigns	The course offers an overview of political communication and the roles of journalism, advertising, and public relation in political campaigns. It explores how various forms of media cover politics and thus shape civic life, elections, and policy decisions, and what this means for the health of democratic institutions and decision-making. It introduces students to a range of topics, from normative theories of democracy, to theories of mass communication, to current debates and emerging topics associated with social media.	Cozma, Raluca
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MC580	Storytelling Across Platforms	As you walk into your first newsroom job, you need to be on your toes: ready 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. Add the skills that will get you the job you want: sharp critical thinking, the ability to enterprise stories and pitch ideas in all digital forms, what it takes to create smart informational graphics, grasp SEO, mobile storytelling and analytics. You will produce stories in a variety of formats, with an eye to what works best for the given platform.	Quinn, Sara
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MC581	Strategic Communication Campaigns	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.	Tefertiller, Alec
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MC612	Gender, Class, Race, and the Media	As the U.S. becomes more diverse, it is important that we equip ourselves for success. The course is crucial for all students who intend to work in the communication field. The course will focus on the important issues related to gender, class, race, ethnicity, and other cultural differences that exist in society and at the workplace and how to deal with them effectively. It is particularly important for students in Journalism and Strategic Communication (Advertising and PR) who expected to work with diverse populations or intercultural settings. Various examples of media (news, documentaries, movies, social media, etc.) will be discussed in class. Additionally, guest speakers will be invited to address a variety of topics based on their experience and expertise.	Muturi, Nancy
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MC665	Managing Integrated Strategic Communications	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.	Borden, Jonathan
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MC683	Reputation Management	This course is designed to introduce you to the theories, principles, and application of reputation management in dealing with corporate reputation threats. Corporations face sudden and unexpected events that may threaten a corporation's operation, brand image, and relationship with stakeholders. Emergency cases interrupt organizations' routines and attract public and media scrutiny. The purpose of this course is to provide you with theories and practical tools to plan, to prepare for, to respond to, and to recover from reputation threats.	Zhang, Angela
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MC720	Ethics of Mass Communications	Is it ethical to develop an advertising campaign for a product that could be harmful? Does the public's right to know outweigh an individual's right to privacy? Is the entertainment industry responsible for the negative effects of violent content? The study of mass media ethics deals with how we make credible, responsible decisions on a day-to-day basis. From Aristotle's Golden Mean to Rawls' Veil of Ignorance, this class applies a framework of ethical theory to the examination of principled actions that can guide us in difficult situations throughout our professional lives.	Bressers, Bonnie
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MC740	Strategic PR Management	MC 740 is a graduate level course designed to understand the management function of public relations in different types of organizations and contextual situations. Through an examination of traditional management and public relations theories, models, and strategies, students will explore strategic communication principles and best practices in a variety of environments and contexts, including media relations, crisis communication, government/public affairs, community relations, and corporate settings. Special emphasis will be given to legal and ethical considerations of public relations leadership in issues of transparency and corporate social responsibility.	DeSanto, Barb
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MC765	Communication Theory	Understanding why and how people communicate as they do is essential to developing effective communication strategies for organizations and the constituents they serve. This course features theories that underlie today's changing media landscape, including legacy and social media, as well as internal and external relationships with audiences and stakeholders. One feature of this course is that students begin this course by assessing their own communication perspectives and philosophies, and use that understanding to develop their own individual theoretical perspectives. These theories can contribute key theoretical components to any graduate thesis, project, or report that includes audience or stakeholder components. This course requires instructor permission. Dr. Barb DeSanto, APR, Fellow PRSA, brings her professional experience working with public affairs and economic development in Florida government to this course.	DeSanto, Barb
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MC780	Research Methods in Mass Communications	This course provides graduate students with information concerning the process of doing social-science research in the field of mass communications. It lays the groundwork for students' understanding of 1) how to ask and answer research questions, 2) the difference between qualitative and quantitative approaches, 3) specific methodologies, and 4) how to put together a research study. Lastly, this class also provides students with foundational concepts in data analysis.	Cozma, Raluca
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MC802	Advanced Quantitative Research Methods	This course is designed to introduce students to quantitative research methods used in mass communication, including experiment and survey. Students will be involved in the design, development, execution and analysis of both survey and experimental research. Along with these lines, the course will discuss principles and theories behind social science approach to understanding and researching issues in mass communication such as media effects, public opinion, consumer psychology/behaviors, etc. The course will also discuss practical issues occurred in the survey and experimental research process.	Zhang, Angela
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