DEPARTMENT OF JOURNALISM AND MEDIA COMMUNICATION

Office in Clark Building, Room C244
(970) 491-6310
journalism.colostate.edu (http://journalism.colostate.edu)

Professor Greg Luft, Chair
Professor Pete Seel, Graduate Director

Undergraduate
Majors
• Journalism and Media Communication

Minors
• Technical and Science Communication

Interdepartmental and Interdisciplinary Minors
Media Studies Minor
The Departments of Journalism and Media Communication and Communication Studies jointly offer a minor in Media Studies. See the minor in Media Studies under the College of Liberal Arts.

Music, Stage, and Sports Production Interdisciplinary Minor
The Department of Journalism and Media Communication and the School of Music, Theatre, and Dance offer an Interdisciplinary Minor in Music, Stage, Sports Production.

Information Science and Technology Interdisciplinary Minor
The Department of Journalism and Media Communication participates in an Interdisciplinary Minor in Information Science and Technology (http://catalog.colostate.edu/general-catalog/university-wide-programs/interdisciplinary-studies/information-science-technology-interdisciplinary-minor).

Graduate
Graduate Programs in Public Communication and Technology
The department offers a Master of Science degree in Public Communication and Technology for students aspiring to communication management careers in technical and scientific communication, public relations, or public information for business, industry, government, and educational institutions.

The department’s Ph.D. program in Public Communication and Technology enables students to explore the role of information in the public’s understanding of contemporary issues and the impact of new communication technologies in people's lives. Doctoral students develop expertise in one of three areas: human behavior and technology, organizations and technology, or social policy and technology.

A description of these programs may be found in the Graduate and Professional Bulletin and the Department of Journalism and Media Communication (http://journalism.colostate.edu).

Master Programs
• Master of Science in Public Communication and Technology, Plan A
• Master of Science in Public Communication and Technology, Plan B
• Master of Communications and Media Management, Plan C (M.C.M.M.)

Ph.D.
• Ph.D. in Public Communication and Technology*

* Please see department for program of study.

Courses
Journalism and Technical Communication (JTC)

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

JTC 192 Freshman Seminar Credits: 3 (1-4-0)
Course Description: Basic journalism skills; newsgathering and newswriting.
Prerequisite: None.
Registration Information: Admission as JTC major. Credit not allowed for both JTC 192 and JTC 210. Must register for lecture and laboratory.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 200 Professional Writing Credits: 3 (1-0-2)
Course Description: Basic elements of writing for professional and specialized audiences.
Prerequisite: CO 150 or HONR 193.
Registration Information: Must register for lecture and recitation.
Terms Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.
JTC 203 Television Studio Production Credit: 1 (0-0-1)
Course Description: Hands-on application of the skills needed to produce programs in a television studio.
Prerequisite: None.
Term Offered: Fall.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 204 Radio Operations Credit: 1 (0-0-1)
Course Description: Hands-on application of the skills needed to operate a radio station.
Prerequisite: None.
Term Offered: Fall.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 210 Newswriting Credits: 3 (1-4-0)
Course Description: Theory and practice in newswriting.
Prerequisite: None.
Registration Information: Must register for lecture and laboratory for face-to-face offerings. Sections may be offered: Online. Credit not allowed for both JTC 210 and JTC 192. Sections offered as Face-to-Face 03(1-4-0) or Online only 03(3-0-0).
Terms Offered: Fall, Spring, Summer.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 211 Visual Communication Credits: 3 (2-2-0)
Course Description: Theory and techniques for visually presenting information in various media industries.
Prerequisite: JTC 210.
Registration Information: Must register for lecture and laboratory. Sections may be offered: Online.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Traditional.
Special Course Fee: Yes.

JTC 270 Analyzing Data in Journalism and Media Credits: 3 (2-0-1)
Course Description: Application of quantitative concepts and methodologies of data analysis to investigation of media and communication problems.
Prerequisite: None.
Registration Information: Must register for lecture and recitation. Sections may be offered: Online.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 300 Professional and Technical Communication (GT-C03) Credits: 3 (2-0-1)
Course Description: Professional writing and presentation skills applied to students' major fields.
Prerequisite: CO 150 or HONR 193.
Registration Information: Must register for lecture and recitation. Sections may be offered: Online.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Traditional.
Special Course Fee: No.
Additional Information: Addl Comm - Adv Writing 2, Advanced Writing (GT-C03).

JTC 301 Corporate and Professional Communication (GT-C03) Credits: 3 (2-0-1)
Course Description: Principles and practice of effective corporate communication with emphasis on written professional reports.
Prerequisite: CO 150 or HONR 193.
Registration Information: Must register for lecture and recitation. Sections may be offered: Online.
Terms Offered: Fall, Spring, Summer.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.
Additional Information: Addl Comm - Adv Writing 2, Advanced Writing (GT-C03).

JTC 305 Media and Global Cultural Identity Credits: 3 (3-0-0)
Course Description: Examines cultural diversity and how the media influences cultural identities.
Prerequisite: None.
Registration Information: Sophomore standing. Sections may be offered: Online.
Term Offered: Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 308 Mobile Media Technology and Communication Credit: 1 (1-0-0)
Course Description: Using mobile technology as a tool in journalism.
Prerequisite: None.
Registration Information: Sophomore standing.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 310 Copy Editing Credits: 3 (2-2-0)
Course Description: Theory of copy preparation and editing; publication layout.
Prerequisite: JTC 210.
Registration Information: Must register for lecture and laboratory.
Terms Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 311 History of Media Credits: 3 (3-0-0)
Course Description: Media development, growth, trends within context of political, social, and economic change.
Prerequisite: None.
Registration Information: Sections may be offered: Online.
Terms Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 316 Multiculturalism and the Media Credits: 3 (3-0-0)
Course Description: Media and multiculturalism with emphasis on race, ethnicity, and other protected groups.
Prerequisite: None.
Registration Information: Sophomore standing. Credit not allowed for both JTC 316 and ETST 316.
Term Offered: Spring.
Grade Mode: Traditional.
Special Course Fee: No.
JTC 320A Reporting: General News  Credits: 3 (1-4-0)  
**Course Description:** Theory, methods, and practices for gathering information and reporting news.  
**Prerequisite:** JTC 210.  
**Registration Information:** Students may take JTC 320 only once for credit.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

JTC 320B Reporting: Sports  Credits: 3 (1-4-0)  
**Course Description:** Theory, methods, and practices for gathering information and reporting news.  
**Prerequisite:** JTC 210.  
**Registration Information:** Students may take JTC 320 only once for credit.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

JTC 320C Reporting: Business  Credits: 3 (1-4-0)  
**Course Description:** Theory, methods, and practices for gathering information and reporting news.  
**Prerequisite:** JTC 210.  
**Registration Information:** Students may take JTC 320 only once for credit.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

JTC 320D Reporting: Government and Political  Credits: 3 (1-4-0)  
**Course Description:** Theory, methods, and practices for gathering information and reporting news.  
**Prerequisite:** JTC 210.  
**Registration Information:** Students may take JTC 320 only once for credit.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

JTC 320E Reporting: Health and Medicine  Credits: 3 (1-4-0)  
**Course Description:** Theory, methods, and practices for gathering information and reporting news.  
**Prerequisite:** JTC 210.  
**Registration Information:** Students may take JTC 320 only once for credit.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

JTC 320F Reporting: Technology and Innovation  Credits: 3 (1-4-0)  
**Course Description:** Theory, methods, and practices for gathering information and reporting news.  
**Prerequisite:** JTC 210.  
**Registration Information:** Students may take JTC 320 only once for credit.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

JTC 320G Reporting: Education  Credits: 3 (1-4-0)  
**Course Description:** Theory, methods, and practices for gathering information and reporting news.  
**Prerequisite:** JTC 210.  
**Registration Information:** Students may take JTC 320 only once for credit.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

JTC 320H Reporting: Special Topics  Credits: 3 (1-4-0)  
**Course Description:** Theory, methods, and practices for gathering information and reporting news.  
**Prerequisite:** JTC 210.  
**Registration Information:** Students may take JTC 320 only once for credit.  
**Terms Offered:** Fall, Spring, Summer.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

JTC 326 Online Storytelling and Audience Engagement  Credits: 3 (2-2-0)  
**Course Description:** Production, theory, and techniques in online and mobile device storytelling, information sharing, and audience engagement.  
**Prerequisite:** JTC 210 and JTC 211.  
**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.  
**Terms Offered:** Fall, Spring.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

JTC 328 Feature Writing  Credits: 3 (3-0-0)  
**Course Description:** Theory, methods and practice of reporting and writing feature stories, including human-interest, travel/adventure, reflective and in-depth articles.  
**Prerequisite:** JTC 210.  
**Terms Offered:** Spring.  
**Grade Mode:** Traditional.  
**Special Course Fee:** No.

JTC 335 Digital Photography  Credits: 3 (2-2-0)  
**Course Description:** Basic photographic theory and practice using digital camera and image processing technology.  
**Prerequisite:** JTC 211.  
**Registration Information:** Must register for lecture and laboratory. Sections may be offered: Online.  
**Terms Offered:** Fall, Spring.  
**Grade Mode:** Traditional.  
**Special Course Fee:** Yes.

JTC 340 Digital Video Editing  Credits: 3 (2-2-0)  
**Course Description:** Theory and technique of editing picture and sound on digital platforms.  
**Prerequisite:** JTC 210.  
**Registration Information:** Must register for lecture and laboratory. Required field trips. Sections may be offered: Online.  
**Terms Offered:** Fall, Spring.  
**Grade Modes:** S/U within Student Option, Trad within Student Option.  
**Special Course Fee:** Yes.
JTC 341 TV News Writing, Reporting and Producing Credits: 3 (2-2-0)
Course Description: Practical application of principles, theory, and methods used in television newswriting, reporting, and producing.
Prerequisite: JTC 210.
Registration Information: Must register for lecture and laboratory.
Term Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: Yes.

JTC 342 Writing for Specialized Electronic Media Credits: 3 (2-2-0)
Course Description: Audience and subject research; script structure and development; narrative techniques; visual story and role of visual media as change agents.
Prerequisite: JTC 210.
Registration Information: Must register for lecture and laboratory.
Terms Offered: Fall.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 343 Advanced Television News Production Credits: 3 (2-2-0)
Course Description: Advanced theory and practice of reporting and producing television news; basics of television news management.
Prerequisite: JTC 341.
Terms Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: Yes.

JTC 344 Fact to Fiction Credits: 3 (3-0-0)
Course Description: Crafting clear, precise prose in reporting the news and researching and writing long-form fiction.
Prerequisite: JTC 211.
Registration Information: Sophomore standing. Sections may be offered: Online.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 345 Electronic Field Production Credits: 3 (2-2-0)
Course Description: Theory and techniques of video field production emphasizing news, current affairs, and special interest programs.
Prerequisite: JTC 340.
Registration Information: Must register for lecture and laboratory. Required field trips.
Terms Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: Yes.

JTC 346 Advertising Creativity and Copywriting Credits: 3 (3-0-0)
Course Description: Principles and practices producing advertising materials-print, broadcast, digital, out-of-home media, direct response, and collateral.
Prerequisite: JTC 211 and JTC 355.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 347 Audio Production and Editing Credits: 3 (3-0-0)
Course Description: Principles and practice of producing, recording, mixing and editing sound for films, television, and video.
Prerequisite: None.
Registration Information: Senior Standing. Sections may be offered: Online.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 350 Public Relations Credits: 3 (3-0-0)
Course Description: Public relations principles and practices of business, industry, education, and public agencies.
Prerequisite: None.
Registration Information: Sections may be offered: Online.
Terms Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 351 Publicity and Media Relations Credits: 3 (2-2-0)
Course Description: Public relations techniques to gain exposure in news and entertainment media.
Prerequisite: JTC 210 and JTC 211.
Registration Information: Must register for lecture and laboratory.
Term Offered: Fall.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 352 University Public Relations Credit: 1 (1-0-0)
Course Description: Overview of a multi-faceted university public relations operation, constituencies, staff, management and products.
Prerequisite: None.
Term Offered: Fall.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 353 Communications Campaigns Credits: 3 (3-0-0)
Course Description: Development of professional communications programs, including analysis and research, strategy, implementation and evaluation.
Prerequisite: (JTC 210) and (JTC 350 or JTC 355 or JTC 365).
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 354 Media Relations and PR Writing Credits: 3 (3-0-0)
Course Description: Theoretical issues in the study of persuasion and its application in creating advertising campaigns.
Prerequisite: None.
Registration Information: Sections may be offered: Online.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 355 Advertising Media Buying and Selling Credits: 3 (3-0-0)
Course Description: Principles of advertising, planning, assessment and sales for client, agency and media organization personnel.
Prerequisite: JTC 211 and JTC 355.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 356 Advertising Media Buying and Selling Credits: 3 (3-0-0)
Course Description: Principles of advertising, planning, assessment and sales for client, agency and media organization personnel.
Prerequisite: JTC 211 and JTC 355.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.
JTC 361  Writing for Specialized Magazines  Credits: 3 (2-2-0)
Course Description: Writing articles for agricultural, business, hobby, technical, trade, and other specialized periodicals whose readers use information to make decisions.
Prerequisite: JTC 210.
Registration Information: Must register for lecture and laboratory.
Sections may be offered: Online.
Term Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 363  Data Journalism Credits: 3 (3-0-0)
Course Description: Computer assisted journalistic reporting.
Prerequisite: JTC 211.
Registration Information: Junior standing. Sections may be offered: Online.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 371  Publications Design and Production Credits: 3 (2-2-0)
Course Description: Principles of producing publications for print and electronic delivery, including newspapers, magazines, newsletters, brochures, and printed ephemera.
Prerequisite: JTC 211.
Registration Information: Must register for lecture and laboratory.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 372  Web Design and Management Credits: 3 (2-2-0)
Course Description: Design, development, and management of World Wide Web content.
Prerequisite: JTC 210 and JTC 211.
Registration Information: Must register for lecture and laboratory.
Sections may be offered: Online.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 373  Digital Promotion Management Credits: 3 (3-0-0)
Course Description: How organizations use digital technologies for advertising, publicity, promotional, and information purposes.
Prerequisite: JTC 211.
Term Offered: Fall.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 374  Social Media Management Credits: 3 (3-0-0)
Course Description: Organizational uses of interactive media to build relationships and manage online communities.
Prerequisite: JTC 211.
Registration Information: Sections may be offered: Online.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 382  Travel Journalism in Croatia Credits: 3 (3-0-0)
Course Description: Study and practice of international travel journalism, including newspaper and magazine writing, photography, video, social media, and blogs.
Prerequisite: CO 150 or JTC 210.
Term Offered: Summer.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 386  Communication Practicum Credit: 1,3 (0-0-0)
Course Description: Practicum in using the different communication tools that comprise student media.
Prerequisite: None.
Term Offered: Fall, Spring, Summer.
Grade Mode: Instructor Option.
Special Course Fee: No.

JTC 410  Newspaper Editing Credits: 2 (2-0-0)
Course Description: Editorial techniques, responsibilities, news evaluation.
Prerequisite: JTC 310.
Term Offered: Fall.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 411  Media Ethics and Issues Credits: 3 (3-0-0)
Course Description: Professional ethics, issues of media performance and of the relation of media systems to the social systems.
Prerequisite: None.
Restriction: Must be a: Junior, Senior, Senior - 5yr Bachelor, Senior - Post Bachelor, Senior - Second Bachelor.
Registration Information: Junior or senior standing. Sections may be offered: Online.
Terms Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 412  International Mass Communication Credits: 3 (3-0-0)
Course Description: Media communication systems, their roles throughout the world; news flow; propaganda in national development; role of foreign correspondents.
Prerequisite: None.
Term Offered: Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 413  New Communication Technologies and Society Credits: 3 (3-0-0)
Course Description: Political, economic, social, philosophical, legal, and educational impacts of new technologies.
Prerequisite: None.
Registration Information: Sections may be offered: Online.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.
JTC 414  Media Effects  Credits: 3 (3-0-0)
Course Description: Perspectives on audience processes and media effects on individuals and society.
Prerequisite: None.
Registration Information: Junior standing. Sections may be offered: Online.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 415  Communications Law  Credits: 3 (3-0-0)
Course Description: Constitutional, statutory law of political speech, obscenity, advertising, libel, privacy, copyright, information ownership and access.
Prerequisite: None.
Restriction: Must be a: Junior, Senior, Senior - 5yr Bachelor, Senior - Post Bachelor, Senior - Second Bachelor.
Registration Information: Junior or senior standing. Sections may be offered: Online.
Terms Offered: Fall, Spring, Summer.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 416  Global Communication Technologies  Credits: 3 (3-0-0)
Course Description: Broad-based survey of evolving and emergent global communication technologies.
Prerequisite: JTC 210.
Registration Information: Required field trips.
Term Offered: Summer.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 417  Information Graphics  Credits: 3 (2-0-1)
Course Description: Static and interactive data visualization and information design using charts, graphs, maps and other visual elements.
Prerequisite: JTC 211.
Registration Information: Required field trips.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 418  Journalism, Peace, and War  Credits: 3 (3-0-0)
Course Description: How the news media can contribute to a more harmonious world, more frequent conflict resolution, and the general well-being of all people.
Prerequisite: None.
Registration Information: Junior, senior, or graduate standing.
Term Offered: Fall.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 419  Food and Natural Resources Communication  Credits: 3 (3-0-0)
Course Description: Natural resources issues and the role of news media, PR, and advertising and how people form beliefs about food and natural resources in communication.
Prerequisite: None.
Registration Information: Junior, senior, or graduate standing.
Term Offered: Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 420  Advanced Reporting  Credits: 3 (1-4-0)
Course Description: Advanced techniques for gathering and evaluating information, interpretive reporting of public affairs issues.
Prerequisite: JTC 310 and JTC 320 and JTC 211.
Registration Information: Must register for lecture and laboratory.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 421  Media, Business, and Economics  Credits: 3 (3-0-0)
Course Description: Media coverage of U.S. and global businesses, economies, markets, recessions, crime, and government regulation.
Prerequisite: None.
Registration Information: Junior standing. Business Minor enrollment recommended.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 422  Entrepreneurial Journalism  Credits: 3 (3-0-0)
Course Description: The concepts and practices of developing media content solutions for the digital age.
Prerequisite: JTC 326.
Registration Information: Junior standing. Sections may be offered: Online.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 425  Strategic Multicultural Communication  Credits: 3 (3-0-0)
Course Description: Identify, formulate and implement effective strategies in integrated advertising and communication campaigns to effectively connect with individuals of Hispanic/Latino, African-American and Asian descent as well as the LGBT sub-segments of the general market in the U.S.; consideration of the globalized marketplace and consumers across under-served markets internationally.
Prerequisite: JTC 326.
Registration Information: Junior standing. Sections may be offered: Online.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 430  Advanced Digital Documentary Photography  Credits: 3 (2-2-0)
Course Description: Conceptualization, production, and editing of photographic documentaries.
Prerequisite: JTC 326 and JTC 335.
Registration Information: Must register for lecture and laboratory.
Term Offered: Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 433  Advanced Video Editing  Credits: 3 (3-0-0)
Course Description: Professional video editing practices, theories, and techniques with practical applications using current hardware and software.
Prerequisite: JTC 345.
Term Offered: Spring.
Grade Mode: Traditional.
Special Course Fee: No.
JTC 435 Documentary Video Production Credits: 3 (2-3-0)
Course Description: Writing, directing, and editing of long-form television documentaries.
Prerequisite: JTC 345.
Registration Information: Must register for lecture and laboratory.
Term Offered: Fall.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 440 Advanced Electronic Media Production Credits: 3 (2-2-0)
Course Description: Techniques and concepts used in advanced media production for television. Required field trips.
Prerequisite: JTC 310 and JTC 345.
Registration Information: Must register for lecture and laboratory.
Terms Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: Yes.

JTC 445 Communication in Human-Computer Interaction Credits: 3 (3-0-0)
Course Description: Evolution of human-computer interaction, from teletypewriters to virtual reality technologies.
Prerequisite: JTC 211.
Registration Information: Junior standing.
Term Offered: Fall.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 450 Public Relations Cases Credits: 3 (3-0-0)
Course Description: Analysis of specializations in the field; use of media to achieve objectives with target audiences.
Prerequisite: JTC 350.
Term Offered: Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 455 Documentary Film as a Liberal Art Credits: 3 (2-2-0)
Also Offered As: LB 456.
Course Description: Documentary film and its role in human history, culture, and social interaction.
Prerequisite: None.
Restriction: Must be a: Junior, Senior, Senior - 5yr Bachelor, Senior - Post Bachelor, Senior - Second Bachelor.
Registration Information: Credit not allowed for both JTC 456 and LB 456. Junior or senior standing. Must register for lecture and laboratory.
Term Offered: Fall.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 460 Senior Capstone Credits: 3 (3-0-0)
Course Description: Integration and reflection for seniors with a career component that will prepare them for the job market.
Prerequisite: (JTC 326) and (JTC 000 to 9999 - at least 27 credits).
Registration Information: Sections may be offered: Online.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

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

JTC 464 Technical Communication Credits: 3 (2-2-0)
Course Description: Writing and producing technical and scientific information for electronic and print media for professionals.
Prerequisite: JTC 210 or JTC 300 or LB 300.
Registration Information: Must register for lecture and laboratory.
Terms Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 465 Specialized and Technical Editing Credits: 3 (2-2-0)
Course Description: Editorial purpose, techniques, and evaluation of specialized and technical print and online information.
Prerequisite: (JTC 210 or JTC 300 or LB 300) and (JTC 000 to 9999 - at least 27 credits).
Registration Information: Credit not allowed for both JTC 465 and LB 465.
Terms Offered: Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 468 Convergence and Hypermedia Credits: 3 (3-0-0)
Course Description: Applications of theories of convergence, hypermedia, and social practices in computer-mediated communication. Development of a professional portfolio.
Prerequisite: JTC 310 and JTC 365.
Registration Information: JTC 310; JTC 365; 9 credits selected from JTC 326, JTC 372, JTC 373, or JTC 487.
Term Offered: Spring.
Grade Mode: Traditional.
Special Course Fee: No.
JTC 470  Transmedia Storytelling  Credits: 3 (3-0-0)
Course Description: Examining and developing transmedia storytelling techniques and products that are applied to a single topic, entity or organization.
Prerequisite: JTC 326.
Registration Information: None.
Grade Mode: Traditional.
Special Course Fee: No.
JTC 471  Research for Public Communicators  Credits: 3 (3-0-0)
Course Description: Skills, knowledge and strategies needed to read, interpret, evaluate, and communicate about research reports across diverse fields.
Prerequisite: STAT 000 to 9999 - at least 1 course or ST 000 to 9999 - at least 1 course.
Term Offered: Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.
JTC 484  Supervised College Teaching  Credits: Var[1-3] (0-0-0)
Course Description: 
Prerequisite: None.
Registration Information: No.
Terms Offered: Fall, Spring.
Grade Mode: Instructor Option.
Special Course Fee: No.
JTC 487  Internship  Credits: Var[1-3] (0-0-0)
Course Description: 
Prerequisite: None.
Registration Information: Written consent of department.
Terms Offered: Fall, Spring.
Grade Mode: S/U Sat/Unsat Only.
Special Course Fee: No.
JTC 500  Communication Research and Evaluation Methods  Credits: 4 (4-0-0)
Course Description: Theory and applied communication research and evaluation methodologies for assessing and improving communication in technological environment.
Prerequisite: None.
Registration Information: Credit not allowed for both JTC 500 and JTC 471.
Term Offered: Fall.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.
JTC 501  Process and Effects of Communication  Credits: 4 (4-0-0)
Course Description: Examination of communication theory including communicator credibility, messages, channels, audiences, and information, behavior, and attitude change.
Prerequisite: None.
Registration Information: Written consent of instructor.
Term Offered: Fall.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.
JTC 511  Corporate Media Ethics and Issues  Credits: 3 (3-0-0)
Course Description: Professional ethics in corporate and media settings.
Prerequisite: None.
Registration Information: No.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.
JTC 513 Impacts of New Communication Technologies Credits: Var[1-2] (0-0-0)
Course Description: Current topics and issues regarding uses and impacts of video and computer-based communication technologies.
Prerequisite: None.
Terms Offered: Fall, Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 526 Digital Media Writing and Production Credits: 3 (3-0-0)
Course Description: Writing and producing media content that will be delivered via a variety of communication channels to diverse publics.
Prerequisite: None.
Registration Information: Graduate standing.
Term Offered: Summer.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 535 Electronic Media Regulation and Policy Credits: 3 (3-0-0)
Course Description: Role of legislators, regulatory agencies, judiciary and public in the evolution of U.S. broadcast and digital media. Implications for free press.
Prerequisite: None.
Term Offered: Fall.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 540 Corporate Digital Video Editing Credits: 3 (3-0-0)
Course Description: Advanced theory and techniques of digital video editing in a corporate setting.
Prerequisite: None.
Registration Information: Graduate standing. Offered as an online course only.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 544 Corporate and Institutional Media Production Credits: 3 (2-3-0)
Course Description: Advanced techniques in media production and management in corporate and institutional settings.
Prerequisite: None.
Registration Information: Must register for lecture and laboratory.
Term Offered: Spring.
Grade Mode: Traditional.
Special Course Fee: Yes.

JTC 545 Organizational Media Production Credits: 3 (3-0-0)
Course Description: Incorporation of multimedia content in video production in governmental, corporate and institutional media production.
Prerequisite: None.
Registration Information: Graduate standing.
Term Offered: Summer.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 550 Public Relations Credits: 3 (3-0-0)
Course Description: Contemporary public relations principles and practices.
Prerequisite: None.
Registration Information: Graduate standing. Sections may be offered: Online.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Traditional.
Special Course Fee: No.

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

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

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

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

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

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

JTC 572 Corporate Web Design and Management Credits: 3 (3-0-0)
Course Description: Design, development, and management of corporate digital media content.
Prerequisite: None.
Registration Information: Graduate standing. Offered as an online course only.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.
JTC 573 Strategic Digital Communication Credits: 3 (3-0-0)
Course Description: Development, implementation and assessment of digital communication projects and campaigns/programs.
Prerequisite: None.
Restriction: None.
Term Offered: Fall.
Grade Mode: Traditional.
Special Course Fee: No.

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

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

JTC 614 Public Communication Campaigns Credits: 3 (3-0-0)
Course Description: Conceptual, methodological issues and decisions underpinning determination of communication campaign effects, planning, implementation, and evaluation.
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Written consent of graduate advisor.
Term Offered: Fall.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 630 Health Communication Credits: 3 (3-0-0)
Course Description: Role of health communication in public health programs and campaigns.
Prerequisite: None.
Restriction: Must be a: Graduate, Graduate cooperative program, Professional.
Registration Information: Written consent of instructor.
Term Offered: Fall (even years).
Grade Mode: Traditional.
Special Course Fee: No.

JTC 640 Public Communication Technologies Credits: 3 (3-0-0)
Course Description: Analysis of evolving and emergent communication technologies.
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Written consent of instructor.
Term Offered: Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 650 Strategic Communications Credits: 3 (3-0-0)
Course Description: Theoretical/practical management issues in public relations, advertising/promotional communications including behavioral, societal, ethical, legal.
Prerequisite: None.
Restriction: Must be a: Graduate, Graduate cooperative program, Professional.
Registration Information: Written consent of instructor.
Term Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 660 Communication and Innovation Credits: 3 (3-0-0)
Course Description: Communication’s role in the process of innovation as well as the diffusion of new technologies, products, ideas, behaviors and attitudes.
Prerequisite: JTC 501.
Restriction: Must be a: Graduate, Professional.
Registration Information: Written consent of graduate advisor.
Term Offered: Fall.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 661 Information Design Credits: 3 (3-0-0)
Course Description: Theoretical and empirical review of creation, presentation, storage, and distribution of information.
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Written consent of instructor.
Term Offered: Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 662 Communicating Science and Technology Credits: 3 (3-0-0)
Course Description: Examination of theoretical and empirical studies concerning communication of science and technology subject matter.
Prerequisite: None.
Restriction: Must be a: Graduate, Graduate cooperative program, Professional.
Registration Information: Written consent of instructor.
Term Offered: Spring.
Grade Modes: S/U within Student Option, Trad within Student Option.
Special Course Fee: No.

JTC 664 Quantitative Research in Communication Credits: 3 (3-0-0)
Course Description: Advanced quantitative research methods used in communication research.
Prerequisite: JTC 500.
Restriction: Must be a: Graduate, Professional.
Registration Information: Written consent of graduate advisor.
Term Offered: Fall.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 665 Qualitative Methods in Communication Research Credits: 3 (3-0-0)
Course Description: Techniques for collecting; interpreting, analyzing qualitative communication data.
Prerequisite: JTC 500.
Restriction: Must be a: Graduate, Professional.
Registration Information: Written consent of graduate advisor.
Term Offered: Spring.
Grade Mode: Traditional.
Special Course Fee: No.
JTC 670  Communication in the Social Processes of Risk  Credits: 3 (0-0-3)
Course Description: Communication and psychological, sociological, and cultural factors shaping risk involving technology, health, environment, disasters, sustainability.
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Graduate standing.
Term Offered: Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 684  Supervised College Teaching  Credits: Var[1-18] (0-0-0)
Course Description: Philosophy, techniques, and approaches to teaching journalism skills courses, as supervised by faculty.
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Written consent of instructor.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Instructor Option.
Special Course Fee: No.

JTC 687  Internship  Credits: Var[1-3] (0-0-0)
Course Description: 
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Written consent of instructor.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Instructor Option.
Special Course Fee: No.

JTC 690  Workshop  Credits: Var[1-3] (0-0-0)
Course Description: 
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Written consent of instructor.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Instructor Option.
Special Course Fee: No.

JTC 695  Independent Study  Credits: Var[1-3] (0-0-0)
Course Description: 
Prerequisite: None.
Restriction: Must be a: Graduate, Graduate cooperative program, Professional.
Registration Information: Written consent of instructor.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Instructor Option.
Special Course Fee: No.

JTC 698  Research  Credits: 3 (0-0-3)
Course Description: Development of theoretical basis and methodology for thesis or research project.
Prerequisite: JTC 500 and JTC 501.
Restriction: Must be a: Graduate, Professional.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Instructor Option.
Special Course Fee: No.

JTC 699  Thesis  Credits: Var[1-18] (0-0-0)
Course Description: 
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Instructor Option.
Special Course Fee: No.

JTC 701  Colloquium in Communication and IT  Credit: 1 (1-0-0)
Course Description: Orientation to graduate studies; communication theories, processes, media, and technology.
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Course may be taken up to 4 times for credit.
Terms Offered: Fall, Spring.
Grade Mode: S/U Sat/Unsat Only.
Special Course Fee: No.

JTC 784  Supervised College Teaching  Credits: Var[1-18] (0-0-0)
Course Description: 
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Terms Offered: Fall, Spring.
Grade Mode: Instructor Option.
Special Course Fee: No.

JTC 790  Workshop  Credits: Var[1-18] (0-0-0)
Course Description: 
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Terms Offered: Fall, Spring.
Grade Mode: Instructor Option.
Special Course Fee: No.

JTC 792A  Seminar: Health and Risk  Credits: 3 (0-0-3)
Course Description: 
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Graduate standing.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 792B  Seminar: Human Computer Interaction  Credits: 3 (0-0-3)
Course Description: 
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Graduate standing.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 792C  Seminar: Communication Technology in Organizations  Credits: 3 (0-0-3)
Course Description: 
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Graduate standing.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.
JTC 792D Seminar: Ethics, Law, and Policy Credits: 3 (0-0-3)
Course Description:
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Graduate standing.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 792E Seminar: Strategic Communication Credits: 3 (0-0-3)
Course Description:
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Graduate standing.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 792F Seminar: Media Technology and Society Credits: 3 (0-0-3)
Course Description:
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Graduate standing.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 793A Seminar: Experimental Design Credits: 3 (0-0-3)
Course Description:
Prerequisite: JTC 500.
Restriction: Must be a: Graduate, Professional.
Registration Information: JTC 500 or written consent of graduate advisor.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 793B Seminar: Survey Design Credits: 3 (0-0-3)
Course Description:
Prerequisite: JTC 500.
Restriction: Must be a: Graduate, Professional.
Registration Information: JTC 500 or written consent of graduate advisor.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 793C Seminar: Content Analysis Credits: 3 (0-0-3)
Course Description:
Prerequisite: JTC 500.
Restriction: Must be a: Graduate, Professional.
Registration Information: JTC 500 or written consent of graduate advisor.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 793D Seminar: Qualitative Methods Credits: 3 (0-0-3)
Course Description:
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Written consent of graduate advisor.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 793E Seminar: Human Factors Credits: 3 (0-0-3)
Course Description:
Prerequisite: JTC 500.
Restriction: Must be a: Graduate, Professional.
Registration Information: JTC 500 or written consent of graduate advisor.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 793F Seminar: Critical and Cultural Methods Credits: 3 (0-0-3)
Course Description:
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Registration Information: Written consent of graduate advisor.
Terms Offered: Fall, Spring.
Grade Mode: Traditional.
Special Course Fee: No.

JTC 795 Independent Study Credits: Var[1-18] (0-0-0)
Course Description:
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Instructor Option.
Special Course Fee: No.

JTC 798 Research Credits: 3 (0-0-0)
Course Description:
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Instructor Option.
Special Course Fee: No.

JTC 799 Dissertation Credits: Var[1-18] (0-0-0)
Course Description:
Prerequisite: None.
Restriction: Must be a: Graduate, Professional.
Terms Offered: Fall, Spring, Summer.
Grade Mode: Instructor Option.
Special Course Fee: No.