



<p><b>Organizational Communication</b></p> <p><i>Public affairs, media, community and crisis communication, training, newsletters</i></p> <p>Establish and maintain relationships with organizational constituents—media, customers, investors, employees, volunteers, government officials, and community.</p> <p>Additional recommendations: JTC 310, JTC 371, JTC 414, JTC 417, JTC 425, SPCM 200</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 350 Public Relations</li> <li><input type="checkbox"/> 351 Publicity and Media Relations</li> <li><input type="checkbox"/> 353 Communications Campaigns</li> <li><input type="checkbox"/> 373 Digital Promotion Management</li> <li><input type="checkbox"/> 374 Social Media Management</li> <li><input type="checkbox"/> 450 Public Relations Cases</li> </ul>
<p><b>Marketing, Promotions, and Presentation</b></p> <p><i>Copywriting, fundraising, grant writing, media production, technical writing and editing</i></p> <p>Work with clients to create and utilize media that positively explain, improve exposure for, and evaluate marketing strategies, products, services, special events, and impacts.</p> <p>Additional recommendations: JTC 351, JTC 353, JTC 320C, JTC 417, Business minor, Apparel and Merchandising courses</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 355 Advertising</li> <li><input type="checkbox"/> 356 Advertising Creativity and Copywriting</li> <li><input type="checkbox"/> 357 Persuasion in Advertising</li> <li><input type="checkbox"/> 358 Advertising Media Buying and Selling</li> <li><input type="checkbox"/> 373 Digital Promotion Management</li> <li><input type="checkbox"/> 425 Strategic Multicultural Communication</li> </ul>
<p><b>Research, Data, Public Opinion</b></p> <p><i>Experimental design, survey planning and execution, data analysis and visualization</i></p> <p>Assist organizations to communicate scientific and technical information to customers, employees, professionals, and media through websites, customer support centers, trade and professional media, publications, and technical reports.</p> <p>Additional recommendations: double major or minor in specialized subject, ISTec minor, Environmental Affairs certificate, JTC 310, JTC 371, JTC 372, JTC 417, JTC 419, additional statistics</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 270 Analyzing Data in Journalism and Media</li> <li><input type="checkbox"/> 361 Writing for Specialized Magazines</li> <li><input type="checkbox"/> 363 Data Journalism</li> <li><input type="checkbox"/> 461 Writing About Science, Health, and Environment</li> <li><input type="checkbox"/> 465 Specialized and Technical Editing</li> <li><input type="checkbox"/> 471 Communication Research Methods</li> </ul>
<p><b>Web Communication</b></p> <p><i>Social media, mobile media, email, graphics, mobile apps, podcasting, information architecture, website design and content</i></p> <p>Produce, manage content for organizational websites, blogs, intranets/extranets, or serve as a social media/online community manager.</p> <p>Additional recommendations: JTC 335, JTC 340, JTC 347, JTC 413, JTC 414, JTC 425, JTC 445, ISTec minor</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 365 Trends in Digital Communication</li> <li><input type="checkbox"/> 370 Web Programming for Media Producers</li> <li><input type="checkbox"/> 372 Web Design and Management</li> <li><input type="checkbox"/> 373 Digital Promotion Management</li> <li><input type="checkbox"/> 374 Social Media Management</li> <li><input type="checkbox"/> 417 Information Graphics</li> </ul>
<p><b>Advertising and Marketing</b></p> <p><i>Creative directing, design, copywriting, account planning and service, branding, media planning</i></p> <p>Create and plan traditional and digital advertising and integrated marketing communication programs for employers such as clients, agencies, consultants, vendors, or media sales departments.</p> <p>Additional recommendations: JTC 350, JTC 414, JTC 417, SPCM 200, MKT 305, MGT 305, Business minor</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 355 Advertising</li> <li><input type="checkbox"/> 356 Advertising Creative and Copywriting</li> <li><input type="checkbox"/> 358 Advertising Media Buying and Selling</li> <li><input type="checkbox"/> 373 Digital Promotion Management</li> <li><input type="checkbox"/> 374 Social Media Management</li> <li><input type="checkbox"/> 425 Strategic Multicultural Communication</li> </ul>
<p><b>Public Relations and Strategic Communication</b></p> <p><i>Publicity, promotions, media planning, media relations, event planning</i></p> <p>Establish and maintain relationships with organizational constituents—media, customers, investors, employees, volunteers, government officials, and community.</p> <p>Additional recommendations: JTC 372, JTC 373, JTC 414, SPCM 200, Business minor</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 350 Public Relations</li> <li><input type="checkbox"/> 351 Publicity and Media Relations</li> <li><input type="checkbox"/> 353 Communications Campaigns</li> <li><input type="checkbox"/> 374 Social Media Management</li> <li><input type="checkbox"/> 425 Strategic Multicultural Communication</li> <li><input type="checkbox"/> 450 Public Relations Cases</li> </ul>



<p><b>Specialized Communication</b></p> <p><i>Business, sports, politics, science, environment, technical, agriculture, education, health, and data</i></p> <p>Assist organizations to communicate scientific and technical information to customers, employees, professionals, and media through websites, customer support centers, trade and professional media, publications, and technical reports.</p> <p>Additional recommendations: double major or minor in specialized subject, JTC 310, JTC 371, JTC 372, JTC 417, JTC 470</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 361 Writing for Specialized Magazines</li> <li><input type="checkbox"/> 363 Data Journalism</li> <li><input type="checkbox"/> 419 Food and Natural Resources Communication</li> <li><input type="checkbox"/> 421 Media, Business, and Economics</li> <li><input type="checkbox"/> 461 Writing About Science, Health, and Environment</li> <li><input type="checkbox"/> 465 Specialized and Technical Editing</li> </ul>
<p><b>Newspaper, Web, or Magazine Content</b></p> <p><i>Reporting, editing, column writing, photography, freelancing</i></p> <p>Writing and creating content for magazines, newsletters, books, and other publications primarily produced in print format, as well as for online delivery.</p> <p>Additional recommendations: JTC 371, JTC 417, JTC 430, minor or double major in specialized subject</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 310 Copy Editing</li> <li><input type="checkbox"/> 320A-H Reporting</li> <li><input type="checkbox"/> 328 Feature Writing</li> <li><input type="checkbox"/> 335 Digital Photography</li> <li><input type="checkbox"/> 361 Writing for Specialized Magazines</li> <li><input type="checkbox"/> 422 Entrepreneurial Journalism</li> </ul>
<p><b>Newspaper, Web, or Magazine Production</b></p> <p><i>Page design, infographics, photography, and printing</i></p> <p>Designing and producing magazines, newsletters, books, and other publications primarily produced in print format, as well as for online delivery.</p> <p>Additional recommendations: BA or BFA in Art, minor or double major in specialized subject</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 335 Digital Photography</li> <li><input type="checkbox"/> 370 Web Programming for Media Producers</li> <li><input type="checkbox"/> 371 Publications Design and Production</li> <li><input type="checkbox"/> 417 Information Graphics</li> <li><input type="checkbox"/> 422 Entrepreneurial Journalism</li> <li><input type="checkbox"/> 430 Advanced Digital Documentary Photography</li> </ul>
<p><b>Television News, Weather, and Sports</b></p> <p><i>Reporting, writing, producing, videography, anchoring, and editing</i></p> <p>Cover current events through still images and video appearing in television and websites.</p> <p>Additional recommendations: JTC 342, JTC 418, SPCM 200, Political Science minor, History minor, Music, Stage, and Sports Production minor</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 320A-H Reporting</li> <li><input type="checkbox"/> 340 Digital Video Editing</li> <li><input type="checkbox"/> 341 TV News Writing, Reporting and Producing</li> <li><input type="checkbox"/> 345 Electronic Field Production</li> <li><input type="checkbox"/> 433 Advanced Video Editing</li> <li><input type="checkbox"/> 440 Advanced Electronic Media Production</li> </ul>
<p><b>Documentary, Reality, or Live Event Television</b></p> <p><i>Writing, directing, videography, on-camera talent, media management</i></p> <p>Produce, write, shoot, and edit long-form video productions designed to inform, educate, and entertain viewers, covering real-world stories.</p> <p>Additional recommendations: JTC 316, JTC 342, JTC 418, JTC 456, SPCM 200, Music, Stage, and Sports Production minor</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 340 Video Editing</li> <li><input type="checkbox"/> 345 Electronic Field Production</li> <li><input type="checkbox"/> 433 Advanced Video Editing</li> <li><input type="checkbox"/> 435 Documentary Video Production</li> <li><input type="checkbox"/> 440 Advanced Electronic Media Production</li> <li><input type="checkbox"/> 544 Corporate Multimedia Production</li> </ul>
<p><b>Organizational and Instructional Media</b></p> <p><i>Writing, editing, directing, on-camera hosting, videography, animation, management</i></p> <p>Assist organizations to communicate scientific and technical information to customers, employees, professionals, and media through websites, customer support centers, trade and professional media, publications, and technical reports.</p> <p>Additional recommendations: double major or minor in specialized subject, IS&amp;T minor, Environmental Affairs certificate, JTC 361, JTC 370, JTC 371, JTC 372, JTC 470, SPCM 200</p>	<p><b>Best courses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 417 Information Graphics</li> <li><input type="checkbox"/> 419 Food and Natural Resources Communication</li> <li><input type="checkbox"/> 461 Writing About Science, Health, and Environment</li> <li><input type="checkbox"/> 465 Specialized and Technical Editing</li> <li><input type="checkbox"/> 470 Transmedia Storytelling</li> <li><input type="checkbox"/> 544 Corporate Multimedia Production</li> </ul>