

Journalism and Media Communication

Advising Supplement

Careers in Organizations: Businesses/Corporations | Not-for-Profit Organizations | Government

<p>Advertising/Marketing Communications</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 414, JTC 417, JTC 471, SPCM 200, MKT 305, MGT 305, Business minor, Music, Stage, and Sports Production minor</p>	<p>Best courses:</p> <ul style="list-style-type: none"><input type="checkbox"/> 355 Advertising<input type="checkbox"/> 356 Advertising Creative and Copywriting<input type="checkbox"/> 358 Advertising Media Buying and Selling<input type="checkbox"/> 350 Public Relations<input type="checkbox"/> 373 Digital Promotion Management
<p>Digital/Web/Social Media Communications</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 413, JTC 414, ISTeC minor</p>	<p>Best courses:</p> <ul style="list-style-type: none"><input type="checkbox"/> 365 Trends in Digital Communication<input type="checkbox"/> 372 Web Design and Management<input type="checkbox"/> 373 Digital Promotion Management<input type="checkbox"/> 417 Information Graphics<input type="checkbox"/> 468 Convergence and Hypermedia
<p>Multimedia-Video Writing/Production</p> <p>Tell organizational stories through still images, videos, webcasts, and related multimedia tools for corporate, training, promotional, or educational purposes.</p> <p>Additional recommendations: JTC 320, JTC 341</p>	<p>Best courses:</p> <ul style="list-style-type: none"><input type="checkbox"/> 335 Digital Photography<input type="checkbox"/> 340 Video Editing<input type="checkbox"/> 342 Writing for Specialized Electronic Media<input type="checkbox"/> 345 Electronic Field Production<input type="checkbox"/> 417 Information Graphics<input type="checkbox"/> 544 Corporate Multimedia Production
<p>Publications Writing/Editing/Production</p> <p>Writing and producing magazines, newsletters, books, and other publications primarily produced in print format, as well as for online delivery.</p> <p>Additional recommendations: JTC 335, JTC 351, JTC 372, JTC 419, JTC 465, minor or double major in specialized subject</p>	<p>Best courses:</p> <ul style="list-style-type: none"><input type="checkbox"/> 310 Copy Editing<input type="checkbox"/> 320A-H Reporting<input type="checkbox"/> 328 Feature Writing<input type="checkbox"/> 361 Writing for Specialized Magazines<input type="checkbox"/> 371 Publications Design and Production
<p>Public Relations/Publicity/Media Relations</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 320, JTC 371, JTC 372, JTC 414, JTC 419, JTC 471, SPCM 200, MKT 305, MGT 305, Business minor, Music, Stage, and Sports Production minor</p>	<p>Best courses:</p> <ul style="list-style-type: none"><input type="checkbox"/> 350 Public Relations<input type="checkbox"/> 351 Publicity and Media Relations<input type="checkbox"/> 353 Communications Campaigns<input type="checkbox"/> 373 Digital Promotion Management<input type="checkbox"/> 450 Public Relations Cases
<p>Technical Communication/Writing and Editing</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</p>	<p>Best courses:</p> <ul style="list-style-type: none"><input type="checkbox"/> 361 Writing for Specialized Magazines<input type="checkbox"/> 419 Food and Natural Resources Communication<input type="checkbox"/> 461 Writing About Science, Health, and Environment<input type="checkbox"/> 464 Technical Communication<input type="checkbox"/> 465 Specialized and Technical Editing

Journalism and Media Communication

Advising Supplement

Careers in Media Industries: Internet Firms | Magazines | Newspapers | TV-Radio | Video Production

<p>Journalist/Reporter/Writer/Columnist/Freelancer</p> <p>Report and write compelling news stories, feature stories, and opinion articles intended to inform and/or entertain readers of newspapers, consumer magazines, websites, and scientific/technical, public affairs, business/ trade, or other special-interest publications.</p> <p>Additional recommendations: JTC 310, JTC 335, JTC 341, JTC 372, JTC 411, JTC 415, JTC 418, JTC 419, POLS 101, POLS 103, Political Science minor, History minor</p>	<p>Best courses:</p> <ul style="list-style-type: none"><input type="checkbox"/> 320A-H Reporting<input type="checkbox"/> 328 Feature Writing<input type="checkbox"/> 361 Writing for Specialized Magazines<input type="checkbox"/> 420 Advanced Reporting<input type="checkbox"/> 430 Advanced Digital Documentary Photography<input type="checkbox"/> 461 Writing About Science, Health, and Environment
<p>News Photographer/Videographer</p> <p>Cover current events through still images and video appearing in print media and their websites as well as television news.</p> <p>Additional recommendations: JTC 320, JTC 420</p>	<p>Best courses:</p> <ul style="list-style-type: none"><input type="checkbox"/> 335 Digital Photography<input type="checkbox"/> 340 Video Editing<input type="checkbox"/> 345 Electronic Field Production<input type="checkbox"/> 430 Advanced Digital Documentary Photography<input type="checkbox"/> 433 Advanced Video Editing<input type="checkbox"/> 440 Advanced Electronic Media Production<input type="checkbox"/> 544 Corporate Multimedia Production
<p>Publication Editor/Designer/Production Manager</p> <p>Oversee the production of magazines, newspapers, and other specialized publications and their websites. Assign work to reporters and freelancers; edit copy; design layouts; and coordinate final delivery of content.</p> <p>Additional recommendations: JTC 320, JTC 417, JTC 420</p>	<p>Best courses:</p> <ul style="list-style-type: none"><input type="checkbox"/> 310 Copy Editing<input type="checkbox"/> 335 Digital Photography<input type="checkbox"/> 361 Writing for Specialized Magazines<input type="checkbox"/> 371 Publications Design and Production<input type="checkbox"/> 372 Web Design and Management
<p>Electronic News Reporter/Producer/Anchor</p> <p>Report, write, and produce stories about current events and public affairs for television, radio, and web audiences to inform, educate, and entertain consumers.</p> <p>Additional recommendations: JTC 320, JTC 418, JTC 420, Political Science minor, History minor</p>	<p>Best courses:</p> <ul style="list-style-type: none"><input type="checkbox"/> 341 TV News Writing, Reporting and Producing<input type="checkbox"/> 340 Video Editing<input type="checkbox"/> 343 Advanced Television News Production<input type="checkbox"/> 345 Electronic Field Production<input type="checkbox"/> 440 Advanced Electronic Media Production
<p>Documentary-Video/Reality TV Writer/Producer/Videographer</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 342, JTC 414, JTC 418</p>	<p>Best courses:</p> <ul style="list-style-type: none"><input type="checkbox"/> 340 Video Editing<input type="checkbox"/> 345 Electronic Field Production<input type="checkbox"/> 433 Advanced Video Editing<input type="checkbox"/> 435 Documentary Video Production<input type="checkbox"/> 440 Advanced Electronic Media Production<input type="checkbox"/> 456 Documentary Film as a Liberal Art

This guide is intended to provide career-related course suggestions only, and is not meant to be comprehensive or restrictive.

Use this as a supplement to the JMC major check sheet to assist students in choosing classes to complete department requirements.