The School of Journalism and Media Studies also prepares students for careers in advertising, journalism, public relations, and research methods for professional communicators. They also take a set of core classes in digital and social media, ethics and law, curricula reflect these very important themes. Students are required to from all backgrounds think critically about the media. The school's embrace technology to serve the public good; and where people media professionals are ethical and committed to social justice, and society where citizens are engaged in their communities; where

John M. Eger.

Public Policy. The professorship serves as the center for the study

The Lionel Van Deerlin Professor of Communication and Public

Emphasis in advertising.

Emphasis in media studies.

Emphasis in public relations.

Minor in digital and social media studies.

certificate in international media.

The Lionel Van Deerlin Professor of Communication and Public Policy

More than 40 major communications companies contributed to establish The Lionel Van Deerlin Professor of Communication and Public Policy. The professorship serves as the center for the study of public policy and issues affecting the communications/information field, about which Lionel Van Deerlin was vitally concerned during his 18 years in Congress. The current holder of the professorship is John M. Eger.

General Information

The School of Journalism and Media Studies envisions a global society where citizens are engaged in their communities; where media professionals are ethical and committed to social justice, and embrace technology to serve the public good; and where people from all backgrounds think critically about the media. The school's curricula reflect these very important themes. Students are required to take a set of core classes in digital and social media, ethics and law, and research methods for professional communicators. They also complement their in-class work with internships and service-learning projects in the community. Programs within the school prepare students for careers in advertising, journalism, public relations, and other media industries, as well as for jobs in a technologically driven workforce landscape whose future media forms cannot be predicted. The School of Journalism and Media Studies also prepares students to enter careers as analysts, producers, and editors of media content in government and private industry, as well as for graduate education in a variety of disciplines.

Impact Programs

Programs in the School of Journalism and Media Studies are impacted. Students must enter the university under the designated major code for the selected program. To be admitted to the selected program, refer to the program description for specific impaction criteria.

Journalism and Media Studies Assessment

All students majoring in advertising, journalism, media studies, and public relations must complete a journalism and media studies assessment in their first semester of enrolling in Journalism and Media Studies courses and during their final semester prior to graduation. See the School of Journalism and Media Studies advising office for more information.

Major Academic Plans (MAPs)

Visit http://www.sdsu.edu/mymap for the recommended courses needed to fulfill your major requirements. The MAPs website was created to help students navigate the course requirements for their majors and to identify which General Education courses will also fulfill a major preparation course requirement.

Journalism Major

With the B.A. Degree in Liberal Arts and Sciences

(Major Code: 06021) (SIMS Code: 664101)

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on “Graduation Requirements.” Journalism education emphasizes the training of writers, reporters, and editors for the mass media. It also seeks to prepare and guide students interested in pursuing careers in a wide range of informational and interpretive multimedia environments, including in digital and social media. The courses offered in the journalism major are designed to give students a working knowledge of the skills, concepts, values, and ethics needed to succeed as professional communicators. Courses focus on the basic elements of factual and analytical writing, editing, producing, designing, history, communication law and theory, and social responsibility of the mass media. Career opportunities for journalism graduates are diverse, including book editing and publishing, freelance writing, industrial journalism, magazines, communication research, news agencies, newspapers, radio, television, teaching, and digital and social media.

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment). No more than 48 units in journalism and media studies courses can apply to the B.A. degree in Liberal Arts and Sciences. Lower division activity/production courses in newspaper, magazine, yearbook, or broadcasting may not be applied toward the B.A. in journalism. Accreditation standards require that all advertising, journalism, and public relations majors at SDSU complete at least 72 units of coursework outside the major and meet the liberal arts and sciences general education requirements of SDSU. Students must follow their major requirements and complete 15 additional units within an Auxiliary Discipline (within one academic unit outside journalism and media studies).

Impact Program. The journalism major is designated as an impacted program. To be admitted to the journalism major, students must meet the following criteria:

a. Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 210, 220, Economics 101, Political Science 101, 102. These courses cannot be taken for Credit/No Credit (Cr/NC);
b. Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
c. Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants);
d. Have a cumulative grade point average of 3.0 or higher.

Applicants not meeting the above minimum requirements may petition for admission to the journalism major. See the School of Journalism and Media Studies advising office for further information.

**Preparation for the Major.** Journalism and Media Studies 200, 210, 220; Economics 101; Political Science 101, 102. Some of these courses may also be used to fulfill lower division general education requirements. (18 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

**Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on “Graduation Requirements.”

**Graduation Writing Assessment Requirement.** Students must have fulfilled the Writing Placement Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See “Graduation Requirements” section for a complete listing of requirements.

**Major.** A minimum of 36 upper division units to include Journalism and Media Studies 300, 310W, 420, 470, 489, 494, 550; three units from Journalism and Media Studies 315, 430, 445, 440, 441, 445, 490C, 529; and six units of upper division coursework in journalism and media studies.

**Auxiliary Discipline.** Students selecting the journalism major are required to complete 15 additional units, six units of which must be at the upper division level, within one academic unit outside journalism and media studies.

### Emphasis in Advertising
(Major Code: 06041) (SIMS Code: 661108)

Students in the advertising emphasis learn to understand the basic principles and theories of advertising; write copy and design messages for distribution through multiple media channels; apply appropriate research methods to plan, monitor, and evaluate advertising; develop strategic thinking skills applied to targeting audiences; create and implement advertising campaigns that are responsible to both consumers' as well as corporate needs; critically analyze issues related to advertising; communicate effectively with diverse audiences; and practice ethical communication.

Advertising graduates are employed in advertising agencies and marketing departments in the areas of media ad sales, sales promotions, research, creative development, account services, sales management, and digital and social media.

To complete the advertising emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Accreditation standards require that all advertising, journalism, and public relations majors at SDSU complete at least 72 units of coursework outside the major and meet the liberal arts and sciences general education requirements of SDSU. Students must follow their major requirements and complete 15 additional units within an Auxiliary Discipline (within one academic unit outside journalism and media studies).

**Impacted Program.** The advertising emphasis is designated as an impacted program. To be admitted to the advertising emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 210, and 12 units selected from Accountancy 201, Art 101, Economics 101, 102, Political Science 101, 102, Psychology 101, Public Health 101, Sociology 101; Theatre 130. These courses cannot be taken for Credit/No Credit (Cr/NC); and
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 210, 220, Economics 101, and Political Science 101, 102. These courses cannot be taken for Credit/No Credit (Cr/NC);
- Have a cumulative grade point average of 3.0 or higher.

Applicants not meeting the above minimum requirements may petition for admission to the advertising emphasis. See the School of Journalism and Media Studies advising office for further information.

**Preparation for the Major.** Journalism and Media Studies 200, 210, and 12 units selected from Accountancy 201, Art 101, Economics 101, 102, Political Science 101, 102, Psychology 101, Public Health 101, Sociology 101, Theatre 130. (18 units)
These prerequisite courses may not be taken Cr/NC and must be completed with a minimum grade point average of 3.0 and a grade of C or higher in each class.

**Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. A selective internship program also gives students the opportunity to try out their skills in the workplace, under the supervision of faculty and on-the-job mentors.

Public relations graduates work as media relations specialists and strategic planners in public relations departments and firms, as internal and external communication specialists in corporations, as public information specialists in government agencies and the military, and in fundraising and membership development for not-for-profit organizations.

To complete the public relations emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Accreditation standards require that all advertising, journalism, and public relations majors at SDSU complete at least 72 units of coursework outside the major and meet the liberal arts and sciences general education requirements of SDSU. Students must follow their major requirements and complete 15 additional units within an Auxiliary Discipline (within one academic unit outside journalism and media studies).

**Impacted Program.** The public relations emphasis is designated as an impacted program. To be admitted to the public relations emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 210, and 220; Economics 101; Political Science 101, 102. These courses cannot be taken for Credit/No Credit (Cr/NC).
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants);
- Have a cumulative grade point average of 3.0 or higher. Applicants not meeting the above minimum requirements may petition for admission to the public relations emphasis. See the School of Journalism and Media Studies advising office for further information.

**Preparation for the Major.** Journalism and Media Studies 200, 210, and 220; Economics 101; Political Science 101, 102. Some of these courses may also be used to fulfill lower division general education requirements. (18 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

**Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on “Graduation Requirements.”

**Graduation Writing Assessment Requirement.** Students must have fulfilled the Writing Placement Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See “Graduation Requirements” section for a complete listing of requirements.

**Major.** A minimum of 36 upper division units to include Journalism and Media Studies 310W, 480, 481, 489, 494, 581, 585; three units selected from Journalism and Media Studies 300, 440, 460; and 12 units of upper division coursework in journalism and media studies. These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 2.0 and a grade of C or higher in each class.

**Auxiliary Discipline.** Students selecting the media studies emphasis are required to complete 15 additional units, six units of which must be at the upper division level, within one academic unit outside journalism and media studies.

**Emphasis in Public Relations**  
(Major Code: 05992) (SIMS Code: 661109)

Public relations students learn the theories and skills necessary to help them execute each stage of the strategic planning process. Specifically, students learn mass communication and public relations theories and principles; research methods; journalistic writing, public relations techniques and tactics; and strategic planning. A selective internship program also gives students the opportunity to try out their skills in the workplace, under the supervision of faculty and on-the-job mentors.

Public relations graduates work as media relations specialists and strategic planners in public relations departments and firms, as internal and external communication specialists in corporations, as public information specialists in government agencies and the military, and in fundraising and membership development for not-for-profit organizations.

To complete the public relations emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Accreditation standards require that all advertising, journalism, and public relations majors at SDSU complete at least 72 units of coursework outside the major and meet the liberal arts and sciences general education requirements of SDSU. Students must follow their major requirements and complete 15 additional units within an Auxiliary Discipline (within one academic unit outside journalism and media studies).

**Impact Program.** The public relations emphasis is designated as an impacted program. To be admitted to the public relations emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 210, and 220; Economics 101; Political Science 101, 102. These courses cannot be taken for Credit/No Credit (Cr/NC);
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants);
- Have a cumulative grade point average of 3.0 or higher. Applicants not meeting the above minimum requirements may petition for admission to the public relations emphasis. See the School of Journalism and Media Studies advising office for further information.

**Preparation for the Major.** Journalism and Media Studies 200, 210, and 220; Economics 101; Political Science 101, 102. Some of these courses may also be used to fulfill lower division general education requirements. (18 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

**Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on “Graduation Requirements.”

**Graduation Writing Assessment Requirement.** Students must have fulfilled the Writing Placement Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See “Graduation Requirements” section for a complete listing of requirements.

**Major.** A minimum of 36 upper division units to include Journalism and Media Studies 310W, 480, 481, 489, 494, 581, 585; three units selected from Journalism and Media Studies 300, 440, 460; and 12 units of upper division coursework in journalism and media studies.

**Auxiliary Discipline.** Students selecting the public relations emphasis are required to complete 15 additional units, six units of which must be at the upper division level, within one academic unit outside journalism and media studies.

**Digital and Social Media Studies Minor**  
(Minor Code: 15060) (SIMS Code: 661117)

The minor in digital and social media studies consists of 18 units to include Journalism and Media Studies 200, 210, 494, and nine units selected from Journalism and Media Studies 300, 375, 408, 440, 460, 462, 480, 489. Admission to the minor requires a minimum cumulative GPA of 2.0 and completion of Journalism and Media Studies 200 and 210 with grades of C (2.0) or better in each course.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

**International Media Certificate**

The basic certificate in international media offers a theoretical grounding in media and in a specific, applied media field, as well as enhancing foundational knowledge with courses on global aspects of media use, media technologies, and media industries. Students take a course in contemporary media or in social media in the digital age, then augment foundational coursework with a course in advertising, journalism, media studies, or public relations. Students also apply theoretical knowledge to specific, global media contexts.

The certificate program is open to students enrolled at San Diego State University or in the College of Extended Studies, excluding major and minor students in the School of Journalism and Media Studies.

Students will enhance major area studies with an understanding of international media. International students studying advertising, journalism, media, or public relations at their home universities augment their knowledge with international aspects of media. The certificate is appropriate for Open University students in international media as a career-enhancement option or as an academic foundation.

For more information, contact Dr. Bey-Ling Sha, bsha@mail.sdsu.edu.

The certificate requires 12 units to include Journalism and Media Studies 200 or 210; three units selected from Journalism and Media Studies 300, 408, 460 or 480; and six units selected from Journalism and Media Studies 375, 450, 475, 506, 574, 591, Television, Film and New Media 363.

All courses in the certificate program must be completed with a grade point average of 2.0.
Courses (JMS)

Refer to Courses and Curricula and University Policies sections of this catalog for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

LOWER DIVISION COURSES

JMS 200. Introduction to Contemporary Media (3) [GE]
Mass media and emerging forms of niche media in the global community. Theories, structures, functions, practices, problems, interrelationships, economics, critical analyses, history, and ethics.

JMS 210. Social Media in the Digital Age (3) [GE]
Two lectures and one hour of discussion. Social networking, virtual worlds, and digital media literacy. Creating and communicating arguments and consuming information via digital, social, and mobile technologies in a global environment.

JMS 220. Writing for the Mass Media (3)
Two lectures and two hours of activity. Prerequisites: Sophomore standing; ability to type; premajor in journalism, advertising, public relations. Proof of completion of prerequisites required: Copy of transcript. Introduction to writing techniques for mass media. Laboratory practice in informational and persuasive writing, evaluation, and judgment. In some semesters, specially designated sections require bilingual fluency in English and Spanish, to be determined by a stamp of Spanish/English proficiency on high school transcript, or a score of 5 on AP Spanish test, or passing the SDSU Spanish Language Proficiency Test. See footnotes in Class Schedule.

JMS 296. Experimental Topics (1-4)
Selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor’s degree.

UPPER DIVISION COURSES

(Intended for Undergraduates)

JMS 300. Principles of Journalism (3)

JMS 309. Workshop (1-3) Cr/NC
Prerequisite: Consent of instructor. Practical experience in an area of study within the School of Journalism and Media Studies. Maximum credit three units.

JMS 310W. Media Writing and Reporting (3)
Two lectures and two hours of activity. Prerequisites: Journalism and Media Studies 220 with a grade of C (2.0) or better. Satisfies Graduation Writing Assessment Requirement for students who have completed 60 units; completed Writing Placement Assessment with a score of 8 or higher (or earned a C or higher in RWS 280, 281, or LING 281 if score on WPA was 7 or lower); and completed General Education requirements in Composition and Critical Thinking. Proof of completion of prerequisites required: Copy of transcript. Admission to majors in advertising, journalism, and public relations. Writing for advertising, journalism, and public relations products in various media platforms. Gathering information, interviewing, conducting observations, and using online database. Laboratory and field work.

JMS 315. Digital Copy Editing and Design (3)
One lecture and four hours of activity. Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. Admission to journalism major. Techniques to prepare content for digital publication, including copy editing, headline writing, use of images, layout and design; usability, accessibility, segmentation, and scanability.

JMS 375. Media Technology in the Global Environment (3)
Prerequisites: Upper division standing and Journalism and Media Studies 210 with grade of C (2.0) or better. Technology’s crucial role in shaping the knowledge economy and communication policies affecting life and work in the global age. Digital communication, media convergence, media regulation, and economic development.

JMS 408. Principles of Media Studies (3)
Prerequisite: Upper division standing. Media theories, models, and research exploring media effects, and audience uses of media.

JMS 409. Women and Media (3)
Prerequisites: Upper division standing. Introduction to women in media, including messages about women and employment status of women.

JMS 410. Media and Sexuality (3)
Prerequisite: Admission to a major in the School of Journalism and Media Studies. Proof of completion of prerequisite required: Copy of transcript. Sexuality and sex-related issues in mass mediated news, entertainment, and advertising content. Sexuality in media and its effects on interpersonal relations, sexual identity, sexual politics, social discourse, and public policy. Portrayals of conventional sexuality and of sexual minorities.

JMS 412. Media Industries and Their Audiences (3)
Prerequisites: Journalism and Media Studies 408 with grade of C (2.0) or better. An approved upper division writing course with grade of C (2.0) or better, or passing the Writing Placement Assessment with a score of 10. Admission to media studies emphasis. Major Code: 15060. Proof of completion of prerequisites required: Copy of transcript. Methods used by media industries to determine size and demographics of audience. Theories and models that explain audience behavior. Individual and group-action effects on media institutions and content.

JMS 420. Public Affairs News Reporting (3)
One lecture and four hours of activity. Prerequisites: Journalism and Media Studies 300, 310W. Admission to journalism major. Proof of completion of prerequisite required: Copy of transcript. Field and laboratory practice in news gathering and writing, covering news beats including courts, local governments, and other news sources. Emphasis on accuracy, clarity, comprehensiveness, and interpretation.

JMS 425. Writing Opinion, Reviews, and Criticism (3)
Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. Admission to journalism major. Proof of completion of prerequisites required: Copy of transcript. Principles and practices of writing editorials and opinion essays for media outlets (print, broadcast, and online) to include writing reviews of theatre, music, books, and film.

JMS 430. Digital Journalism (3)
Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. Admission to journalism major. Proof of completion of prerequisites required: Copy of transcript. Using digital and mobile platforms to publish news content and how to use such platforms for news reporting and gathering purposes. Data-driven journalism, online writing styles, web programming, social media strategies, and digital design principles.

JMS 440. Management of Media Organizations (3)
Prerequisite: Upper division standing. Proof of completion of prerequisite required: Copy of transcript. Revenues, the crucial role in shaping the distribution, production, personnel, social responsibilities, and current developments in media organizations. Planning, organizing, implementing organizational plans.
JMS 441. Magazine and Feature Writing (3)
One lecture and four hours of activity.  
Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.  
Planning, gathering material, writing and marketing articles for specialized and general publications. Production of expository articles and marketing of at least one article.

JMS 445. Electronic News Reporting and Producing (3)
One lecture and four hours of activity.  
Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. Admission to journalism major. **Proof of completion of prerequisites required:** Copy of transcript.  
Electronic news, focusing on reporting and producing newscasts. Shooting, writing, editing, and presenting news. Roles and responsibilities in electronic newsrooms to include role of producer.

JMS 450. Using Media to Understand Cultures (3)
Prerequisites: Journalism and Media Studies 408, 489 with grades of C (2.0) or better in each course. Admission to journalism studies emphasis, Major Code: 15060. **Proof of completion of prerequisites required:** Copy of transcript.  
Cultural phenomena through media products to include films, television programs, print media. Appreciation of various cultures and practices through analysis of media products.

JMS 460. Principles of Advertising (3)
Prerequisite: Upper division standing.  
Advertising practices. Historical perspectives, changing role of advertising, shift from impression to engagement and from traditional to emerging media, evolving agency structure, audience targeting, creative strategy, regulation, social responsibility and ethics, globalization, and current trends and developments.

JMS 462. Advertising Strategy and Social Media (3)
Prerequisite: Upper division standing.  

JMS 470. Multimedia News Writing (3)
One lecture and four hours of activity.  
Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. Admission to journalism major. **Proof of completion of prerequisites required:** Copy of transcript.  
Principles and techniques of writing news for print, online, radio-television, and emerging media platforms. Field and laboratory experience.

JMS 475. Mediated Communication in Intercultural Contexts (3)
Prerequisite: Admission to a major in the School of Journalism and Media Studies.  
Role of culture in professional fields such as advertising, journalism, media studies, and public relations. Cultural values and practices as applied to various mediated communication products and contexts.

JMS 480. Principles of Public Relations (3)
Prerequisite: Upper division standing.  
Concepts, history, theory, social responsibility, ethics, and management of public relations. Public relations strategic planning process. Survey of problems and practices in corporations, government and politics, health care, education, associations, and not-for-profit organizations.

JMS 481. Public Relations Media and Messaging (3)
One lecture and four hours of activity.  
Prerequisites: Journalism and Media Studies 310W and 480 with grades of C (2.0) or better in each course. Admission to public relations emphasis, Major Code: 05992. **Proof of completion of prerequisites required:** Copy of transcript.  
Practical applications of public relations techniques with emphasis on writing, messaging, and selecting media channels. Production of materials for all forms of media. Special events, crisis management, and strategic planning. Field and laboratory practice.

JMS 489. Research Methods in Mediated Communication (3)
Prerequisites: Upper division standing and Journalism and Media Studies 200 with grade of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript.  
Understanding and critically analyzing media reports of public opinion polls and other scientific research. Sampling and inferences to populations. Basic design and measurement issues. Margin of error. Levels of measure.

JMS 490A. Advertising Internship (1-3) Cr/NC
Prerequisites: Upper division standing, consent of instructor, and Journalism and Media Studies 562 with grade of C (2.0) or better.  
Supervised work at organizations engaged in professional advertising activities under combined direction of practitioners and professors. Maximum credit three units.

JMS 490B. Public Relations Internship (1-3) Cr/NC
Prerequisites: Upper division standing, consent of instructor, and Journalism and Media Studies 481 with grade of C (2.0) or better.  
Supervised work at organizations engaged in professional public relations activities under combined direction of practitioners and professors. Maximum credit three units.

JMS 490C. Journalism Internship (1-3) Cr/NC
Prerequisites: Upper division standing, consent of instructor, and Journalism and Media Studies 420 with grade of C (2.0) or better.  
Supervised work at organizations engaged in professional journalism activities under combined direction of practitioners and professors. Maximum credit three units.

JMS 492. Creative Uses of Emerging Media (3)
Prerequisite: Journalism and Media Studies 412 with grade of C (2.0) or better. **Proof of completion of prerequisite required:** Copy of transcript.  
New and often unexpected convergence of media institutions, technology, and content. New economic and social alliances, entrepreneurial opportunities, uses, and effects. Capstone course for media studies majors. Completion of course with grade of C or better required for majors.

JMS 494. Media Law and Ethics (3)
Prerequisites: Upper division standing and Journalism and Media Studies 200 with grade of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript.  
Importance of freedom of expression. Legal issues and responsibilities of print, broadcast, and online media, and applications to advertising, journalism, and public relations. Ethical dilemmas encountered by media professionals and communication specialists, including challenges posed by global technologies.

JMS 496. Experimental Topics (1-3)
Prerequisites: Upper division standing and consent of instructor.  
Selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 496, 596 courses applicable to a bachelor's degree.

JMS 499. Special Study (1-3)
Prerequisites: Upper division standing and consent of instructor.  
Individual study or project, normally in a research area selected by the student. Maximum credit three units.
UPPER DIVISION COURSES
(Also Acceptable for Advanced Degrees)

JMS 506. Advertising and Society (3)
Prerequisite: Admission to a major in the School of Journalism and Media Studies. Proof of completion of prerequisites required: Copy of transcript.
Theoretical and philosophical analysis of advertising in modern society.

JMS 529. Investigative Journalism (3)
One lecture and four hours of activity.
Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. Proof of completion of prerequisites required: Copy of transcript.
History and role of investigative journalism in the U.S. Use of the Internet, public records, spreadsheets, and databases to develop stories in the public interest. Finding patterns and leads in electronic data. Field and laboratory experience.

JMS 550. Multimedia News Laboratory (3)
One lecture and four hours of activity.
Prerequisites: Journalism and Media Studies 300, 310W, 420 and three units selected from Journalism and Media Studies 315, 430, 445 with grades of C (2.0) or better in each course. Proof of completion of prerequisites required: Copy of transcript.
Capstone course using skills and knowledge acquired in critical thinking, writing, reporting, editing, production, and design courses. Teams prepare multimedia news content. Field and laboratory experience. Completion of course with grade of C or better is required for majors and minors.

JMS 560. Advertising Research (3)
Prerequisites: Journalism and Media Studies 310W, 460, 462 with grades of C (2.0) or better in each course. Admission to advertising emphasis, Major Code: 06041. Proof of completion of prerequisites required: Copy of transcript.
Planning, evaluation, analysis of qualitative and quantitative research across traditional, digital, and social platforms. Ethics, sampling, experimentation, data analysis, segmentation, brand mapping, advertising testing and optimization, social media metrics.

JMS 562. Advertising Creative (3)
One lecture and four hours of activity.
Prerequisites: Journalism and Media Studies 310W, 460, 462 with grades of C (2.0) or better in each course. Admission to advertising emphasis, Major Code: 06041. Proof of completion of prerequisites required: Copy of transcript.
Advertising, applying consumer insights, developing creative strategies, drafting creative briefs. Writing and design of advertising for traditional, digital, social, emerging media platforms. Multimedia laboratory experience. (Formerly numbered Journalism and Media Studies 461.)

JMS 565. Advertising Campaigns (3)
Prerequisites: Journalism and Media Studies 560, 562 with grades of C (2.0) or better in each course.

JMS 574. International Advertising (3)
Prerequisite: Admission to a major in the School of Journalism and Media Studies.
Comparative cultural, economic, legal, political, and social conditions relevant to international advertising.

JMS 581. Applied Research in Public Relations (3)
Two lectures and two hours of activity.
Prerequisites: Journalism and Media Studies 310W and 480 with grades of C (2.0) or better in each course. Admission to public relations emphasis, Major Code: 05992. Proof of completion of prerequisites required: Copy of transcript.
Qualitative and quantitative methods used in research to plan, track, evaluate public relations and communication practices. Computerized statistical analysis.

JMS 585. Professional Practices in Public Relations (3)
Prerequisites: Journalism and Media Studies 481 and 581 with grades of C (2.0) or better in each course.
Cases in public relations management. Theory and practice of issues management. Integration of public relations function in strategic management of corporate, governmental, nonprofit, social, and cultural organizations. Completion of course with grade of C or better is required for majors and minors.

JMS 589. Ethical Issues in Mediated Communication (3)
Prerequisites: Upper division standing or graduate standing. Admission to a major for undergraduates in the School of Journalism and Media Studies. Proof of completion of prerequisites required: Copy of transcript.
Ethical challenges faced by journalists, public relations and advertising professionals, and other communication specialists. Classical and modern ethical concepts and issues as they apply to mediated communication, as well as codes of ethics.

JMS 590. Seminar in Crisis Communication in PR Management (3)
Prerequisite: Upper division standing or graduate standing.
Cases in crisis communication in public relations; development of crisis management plans; critical examination of classic/contemporary crisis management cases, both domestic and international.

JMS 591. Global Technology: Creativity and Innovation in the Digital Age (3)
Prerequisite: Admission to a major in the School of Journalism and Media Studies. Proof of completion of prerequisite required: Copy of transcript.
Economic, social, and political shifts in the global economy as a result of digital communication. Emergence of new national and international media policies to stimulate creativity and innovation as central factors in development.

JMS 595. Seminar in Theoretical Approaches to Public Relations (3)
Prerequisite: Journalism and Media Studies 585 with grade of C (2.0) or better, or graduate standing.
Diverse theoretical approaches to public relations, including management, rhetorical, critical, relational and marketing approaches. Preparation for independent scholarly research project or master's thesis.

JMS 596. Selected Topics (1-3)
Prerequisite: Senior standing or above.
Specialized study in selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit of six units of 596 applicable to a bachelor's degree. Credit for 596 and 696 applicable to a master's degree with approval of the graduate adviser.

GRADUATE COURSES
Refer to the Graduate Bulletin.