

Magazine and Brand Media Minor

Drake University School of Journalism and Mass Communication

Fall 2022 - Present

The magazine and brand media minor provides students with an overview of how to tell meaningful stories, deliver reliable information and communicate effectively with an audience. Students gain experience in basic magazine writing and editing. Students have the opportunity to select from several advanced writing electives.

Course	Pre-req	Completed
054 Reporting and Writing Principles		<input type="checkbox"/>
055 Digital Strategies		<input type="checkbox"/>
070 Media Editing	054	<input type="checkbox"/>
104 Media Law and Ethics (Spring)	Jr+	<input type="checkbox"/>
119* Brand Media Planning	054	<input type="checkbox"/>
Upper Division Writing Electives (Pick 2 Courses)		
JMC 103*, 120*, 161*, 168*	054	<input type="checkbox"/> <input type="checkbox"/>

*courses offered on a rotational basis - see schedule of classes for availability

Additional Magazine and Brand Media Minor Requirements

Must maintain a cumulative and JMC GPA of 2.25

Must earn a minimum grade of C- or higher in all pre-requisite courses

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