

Magazine and Brand Media

Drake University School of Journalism and Mass Communication

Fall 2025

Drake Curriculum		
Requirement	Course	Completed
First Year Seminar		☐
Equity and Inclusion	JMC 030	☐

Area of Inquiry		
Artistic Experience	JMC 058	☐
History Foundation		☐
Information Literacy	JMC 030	☐
Global & Cultural Understanding		☐
Engaged Citizen		☐
Quantitative Literacy		☐
Written Communication	JMC 054	☐
Science with Lab		☐
Values and Ethics	JMC 104	☐

OR

Honors Track		
<i>Note: Must register for the Honors track</i>		
Honors Class	Course	Completed
Paths to Knowledge	HONR 100	☐
AOI - Science with lab		☐
AOI - Quantitative		☐
AOI - Artistic Experience	JMC 058	☐
15 credits of Honors electives required		
Honors Elective		☐
Honors Elective		☐
Honors Elective		☐
Honors Elective		☐
Honors Elective		☐

SJMC Core Requirements	Pre-Req	Completed
030 Mass Media in a Global Society		☐
031 Multimedia Lab (1 cr.)		☐
040 Pre-Professional Workshop (1 cr.)		☐
041 Financial Fundamentals for Com Prof (1 cr) (Sp)	So+	☐
054 Reporting and Writing Principles		☐
055 Digital Strategies		☐
104 Media Law and Ethics (Spring)	Jr+	☐

Major Requirements	Pre-Req	Completed
057 Intro to Video Production	031	☐
058 Foundations of Visual Comm (Spring)	031	☐
070* Media Editing	054	☐
Advanced Digital Skills Class, pick one		
JMC 105 or 195	055	☐
119* Brand Media Planning	054	☐
Upper Division Writing Electives (Pick 3 Courses)		
JMC 103*, 120*, 161*, 168*, 173*, 176*, 177*	054	☐ ☐ ☐
172 Journalism Capstone (fall)	Sr, 040, 055, 070, 2 Adv Wrtg Electives	☐
JMC Elective (2 cr. hrs.)		☐

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

Area of Concentration	21 Credits Total (Non-JMC)
Title:	12 upper-level credits:
9 lower-level credits:	☐
☐	☐
☐	☐
☐	☐

Required to Graduate

120 minimum credit hours

40 credits in 100+ level classes

44 minimum JMC credit hours

Additional Notes

Must maintain a cumulative JMC GPA of 2.25 after attempting 30 credits

All prerequisites must be a grade of C- or higher

Must fulfill Drake Curriculum requirements



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Writing and Creation			Multimedia Skills			Explore		
Course	Pre-req	Cr.	Course	Pre-req	Cr.	Course	Pre-req	Cr.
054 Reporting & Writing Principles		3	031 Multimedia Lab		1	030 Mass Media in a Global Society		3
067 Digital Audio Wrtg/Prod (Spring)	054	3	057 Video Production	031	3	076 Advertising Principles (Fall)		3
070* Media Editing (Fall)	054	3	058 Foundations of Visual Comm (Spring)	031	3	079 Sports Media & Communication (Fall)		3
100 Electronic Field Production	054, 057	3	059 Visual Comm Methods	031	3	085 PR Principles		3
112 Sports Reporting (Spring)	054	3	067 Multimedia Sound Design (Spring)	031, 054	3	088 Intro to SPC (Fall)		3
120* Freelance Writing (Spring)	054	3	075 Digital Photography (Fall)	059	3	108 Media Criticism (Fall)		3
123 PR Writing	054	3	100 Electronic Field Production	054, 057	3	178* Sports, Publicity & Promotion (Fall)	Jr.+, 055	3
124 Advertising Copy and Content (Spring)	054	3	150 Editing & Motion Graphics (Spring)	100	3			
161* Adv. Magazine Staff Writing (Fall)	054	3	Strategy and Execution			Business Knowledge		
168* Advanced Reporting (Spring)	054	3	Course	Pre-req	Cr.	Course	Pre-req	Cr.
176* Travel Writing	054	3	055 Digital Strategies		3	040 Pre-Professional Workshop		1
177* Advanced Audio Storytelling	054	3	105 Web Content & Development	055	3	041 Financial Fundamentals for Comm. Prof. (Spring)	So+	1
			114 Advanced Video Production (Fall)	057, 100	3	104 Media Law and Ethics (Spring)	Jr+	3
			115 Sports Production (Spring)	057, 100	3	109 JMC Internship		1-3
			116 Documentary Production (Fall)	057, 100	3	118 JMC Practicum	Instr. Approval	3
			118 Dotdash Meredith Apprenticeship	Instr. Approval	3			
			119* Brand Media Planning (Fall)	054	3			
			128* Generative AI Theory & Practice		3			
			131 Political Campaign Mgmt (Fall)		3			
			138 Public Affairs Planning & Mgmt (Fall)		3			
			141 Advanced Strategic Messaging (Fall)	057, 059, 124, MKTG 101	3			
			143 PR Planning & Mgmt. (Fall)	059, 123	3			
			145 Advertising Campaign Capstone (Spring)	057, 059, 139, & 117 or 141	3			
			146 PR Campaign Strategy (Spring)	136, 143	3			
			147 SPC Capstone (Spring)	088, 138	3			
			172 Journalism Capstone (Fall)	Instr. Approval	3			
			173* Reporting for TV & Web (Spring)	100	3			
			194 Digital Media Production Capstone (Spring)	040, 055, 059, 105, 124, elective	3			
						*courses offered on a rotational basis - see schedule of classes for availability		
Research and Analytics								
Course	Pre-req	Cr.						
055 Digital Strategies		3						
065 Social Media Strategies		3						
103 Statehouse Reporting (Spring)	054	3						
113 Consumer Culture (Spring)	076	3						
117 Media Analytics and Insights (Fall)	113, MKTG 101	3						
119* Brand Media Planning (Fall)	054	3						
136 PR Research (Fall)	123	3						
139 Advertising Research and Planning (Fall)	40, 113, 124, MKTG 101	3						
144 Cases in Ethical PR Pract. (Spring)	054	3						
195 App Design	055	3						