## Strategic Political Communication

Drake University School of Journalism and Mass Communication

63 Video for Journalists       31, 54, 57       3       57 Video Production       31       3         66 Digital Audio Wrtg/Prod (Spring)       54       3       59 Intro to Visual Comm       3         70 Media Editing       54       3       63 Video for Journalists       31, 54, 57       3         91 Magazine Staff Writing (Fall)       54       3       67 Digital Audio Wrtg/Prod (Spring)       54       3         98 Adv. Reporting (Spring)       54       3       67 Digital Photography (Fall)       59       3         1220 Freelance Writing (Spring)       54       3       75 Digital Photography (Fall)       59       3         1224 Copywriting & Content Dsn (Spring)       54, 76, & Pre/Correq 57 or 59       76 Digital Strategy and Execution (12 credits)       Course       Pre-req       Cr.         Special Media Strategies       3       114 Advanced Video (Fall)       63       3         155 Digital Strategies       3       115 Video Sports Production (Fall)       63       3         103 Public Affairs Report. (Fall)       Jr, 41, 55, 63, 70, 98       3       118 Meredith Apprenticeship       Instr. Approval       3         113 Strategic Media Planning (Spring       54, 76       3       140 Spr. 75, 59, 113, 144 Strategic Message Design (Fall)       3       143 Spr. Public A	Journalism Required Curriculum						
Set Reporting & Writing Prin.   3   31 Multimedia Lab   1   1   1   1   1   1   1   1   1	Writing and Creation (9 credits)			Multimedia Skills (7 credits)			
63 Video for Journalists       31, 54, 57       3       57 Video Production       31       3         66 Digital Audio Wrtg/Prod (Spring)       54       3       59 Intro to Visual Comm       3         70 Media Editing       54       3       63 Video for Journalists       31, 54, 57       3         91 Magazine Staff Writing (Fall)       54       3       67 Digital Audio Wrtg/Prod (Spring)       54       3         98 Adv. Reporting (Spring)       54       3       67 Digital Photography (Fall)       59       3         1220 Freelance Writing (Spring)       54       3       75 Digital Photography (Fall)       59       3         1224 Copywriting & Content Dsn (Spring)       54, 76, & Pre/Correq 57 or 59       76 Digital Strategy and Execution (12 credits)       Course       Pre-req       Cr.         124 Copywriting & Content Dsn (Spring)       76, 76, & Pre/Correq 57 or 59       75 Digital Strategies       3       114 Advanced Video (Fall)       63       3         125 Digital Strategies       3       115 Video Sports Production (Fall)       63       3         130 Public Affairs Report. (Fall)       Jr, 41, 55, 63, 70, 98       3       118 Meredith Apprenticeship       Instr. Approval       3         1313 Concepts in Consumer       54, 76       3       149 Magazine Publishin	Course	Pre-req	Cr.	Course	Pre-req	Cr.	
Section   Sect	54 Reporting & Writing Prin.		3	31 Multimedia Lab		1	
70 Media Editing	63 Video for Journalists	31, 54, 57	3	57 Video Production	31	3	
91 Magazine Staff Writing (Fall) 54 3 67 Digital Audio Wrtg/Prod (Spring) 54 3 75 Digital Photography (Fall) 59 3 120 Freelance Writing (Spring) 54 3 75 Digital Photography (Fall) 59 3 120 Freelance Writing (Spring) 54 3 75 Digital Photography (Fall) 59 3 120 Freelance Writing (Spring) 54 3 Strategy and Execution (12 credits)	67 Digital Audio Wrtg/Prod (Spring)	54	3	59 Intro to Visual Comm		3	
28 Adv. Reporting (Spring)   54   3   75 Digital Photography (Fall)   59   3   3   3   3   3   3   3   3   3	70 Media Editing	54	3	63 Video for Journalists	31, 54, 57	3	
120 Freelance Writing (Spring)   54   3   3   Course   Pre-req   Cr.     124 Copywriting & Content Dsn   54, 76, & Pre/Co-req   Freeds	91 Magazine Staff Writing (Fall)	54	3	67 Digital Audio Wrtg/Prod (Spring)	54	3	
123 PR Writing	98 Adv. Reporting (Spring)	54	3	75 Digital Photography (Fall)	59	3	
124 Copywriting & Content Dsn   54, 76, & Pre/Co- (Spring)   req 57 or 59   Teq 58 or 50 Digital Strategies   Teq 57 or 59   Teq 57 or 59   Teq 58 or 50 Digital Strategies   Teq 57 or 59   Teq 58 or 50 Digital Strategies   Teq 57 or 59   Teq 58 or 50 Digital Strategies   Teq 57 or 59   Teq 58 or 50 Digital Strategies   Teq 57 or 59   Teq 58 or 50 Digital Strategies	120 Freelance Writing (Spring)	54	3	Strategy and Execution	n (12 credits)		
Spring   req 57 or 59   Research and Analytics (9 credits)   114   Advanced Video (Fall)   63   3   3   55   Digital Strategies   3   116   Documentary Production (Fall)   63   3   3   3   3   3   3   3   3	123 PR Writing	54	3	Course	Pre-req	Cr.	
Spring   req 57 or 59   105 Web Page Design   3   3   3   3   3   3   3   3   3	124 Copywriting & Content Dsn	54, 76, & Pre/Co-	2	55 Digital Strategies		3	
Course Pre-req Cr. 115 Video Sports Production (Fall) 63 3 55 Digital Strategies 3 116 Documentary Production (Fall) 63 3 69 Social Media Strategies 3 118 Meredith Apprenticeship Instr. Approval 3 6103 Public Affairs Report. (Fall) Jr, 41, 55, 63, 70, 98 3 6113 Concepts in Consumer 54, 76 3 6113 Concepts in Consumer 640, 57, 59, 113, 117 Strategic Media Planning (Spring MKTG 101 59 3 6119 Magazine Publishing (Fall) 59 3 6136 PR Research (Fall) 123 3 6139 Adv. Account Planning (Fall) 124, MKTG 101 613 3 6144 Cases in Ethical PR Practice (Spring) 173 Reporting for TV & Web (Spring) 63 3 615 Digital Strategies 9 3 116 Documentary Production (Fall) 63 3 616 Documentary Production (Fall) 63 3 617 Strategic Media Planning (Fall) 59, 41, and 70 or 91 3 618 Org. Public Affairs (Fall) 59, 41, and 70 or 91 3 619 Adv. Campaign Strategic Message Design (Fall) 40, 57, 59, 113, 124, MKTG 101 619 Magazine Publishing (Fall) 59, 41, and 70 or 91 3 619 Adv. Campaign Strategic Message Design (Fall) 40, 57, 59, 113, 124, MKTG 101 619 Magazine Publishing (Fall) 59, 41, and 70 or 91 3 619 Adv. Campaign Strategic Message Design (Fall) 40, 57, 59, 113, 124, MKTG 101 619 Magazine Publishing (Fall) 59, 41, and 70 or 91 3 619 Methods Course 740, 57, 59, 113, 124, MKTG 101 610 Magazine Publishing (Fall) 59, 41, and 70 or 91 3 6119 Magazine Publishing (Fall) 59, 41, and 70 or 91 3 612 Methods Course 740, 57, 59, 113, 124, MKTG 101 613 Methods Course 740, 57, 59, 113, 124, MKTG 101 614 Methods Course 740, 57, 59, 113, 124, MKTG 101 615 Meredith Apprenticeship Instr. Approval 3 616 Documentary Production (Fall) 59, 41, and 70 or 91 3 618 Meredith Apprenticeship Instr. Approval 3 619 Methods Course 740, 57, 59, 113, 124, MKTG 101 619 Magazine Publishing (Fall) 59, 41, and 70 or 91 3 619 Megazine Publishing (Fall) 59, 41, and 70 or 91 3 619 Magazine Publishing (Fall) 59, 41, and 70 or 91 3 619 Megazine Publishing (Fall) 59, 41, and 70 or 91 3 619 Megazine Publishing (Fall) 59, 41, and 70 or 91 3 619 Megazine Publishing (Fall) 59, 41, and 70 or	(Spring)	req 57 or 59	3	105 Web Page Design		3	
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103 Public Affairs Report. (Fall) Jr, 41, 55, 63, 70, 98 3 113 Concepts in Consumer  Awareness (Fall)  117 Strategic Media Planning (Spring  119 Magazine Publishing (Fall)  110 Magazine Publishing (Fall)  111 Strategic Message Design (Fall)  1124, MKTG 101  113 PR Planning & Mgmt. (Fall)  114 Strategic Message Design (Fall)  115 Adv. Campaign Strategy (Spring)  116 PR Campaign Strategy (Spring)  117 SPC Capstone (Spring)  118 Magazine Publishing (Fall)  119 Magazine Publishing (Fall)  120 Magazine Publishing (Fall)  121 Adv. 57, 59, 113, 124, MKTG 101  123 Adv. Campaign Strategy (Spring)  124 PR Campaign Strategy (Spring)  125 Adv. Campaign Strategy (Spring)  126 PR Campaign Strategy (Spring)  127 Journalism Capstone  128 June 129 Ju	55 Digital Strategies		3	116 Documentary Production (Fall)	63	3	
113 Concepts in Consumer Awareness (Fall)  117 Strategic Media Planning (Spring MKTG 101  119 Magazine Publishing (Fall)  123  138 Org. Public Affairs (Fall)  140, 57, 59, 113, 124, MKTG 101  143 PR Planning & Mgmt. (Fall)  145 Adv. Campaign Strategy (Spring)  146 PR Campaign Strategy (Spring)  147 SPC Capstone (Spring)  148 PR Capstone (Spring)  149 Adv. Account Planning (Fall)  140, 57, 59, 113, 124, MKTG 101  141 Strategic Message Design (Fall)  142 PR Planning & Mgmt. (Fall)  143 PR Planning & Mgmt. (Fall)  144 PR Campaign Strategy (Spring)  145 Adv. Campaign Strategy (Spring)  146 PR Campaign Strategy (Spring)  147 SPC Capstone (Spring)  148 PR Campaign Strategy (Spring)  149 SPC Capstone (Spring)  140 SPC Capstone (Spring)  141 Strategic Message Design (Fall)  142 PR Planning & Mgmt. (Fall)  143 PR Planning & Mgmt. (Fall)  144 PR Campaign Strategy (Spring)  145 Adv. Campaign Strategy (Spring)  147 SPC Capstone (Spring)  148 PR Campaign Strategy (Spring)  149 SPC Capstone (Spring)  170 Journalism Capstone  171 Reporting for TV & Web (Spring)  172 Journalism Capstone  173 Reporting for TV & Web (Spring)  174 SPC Capstone  175 Reporting for TV & Web (Spring)  176 Reporting for TV & Web (Spring)  177 Reporting for TV & Web (Spring)  178 Reporting for TV & Web (Spring)	99 Social Media Strategies		3	118 Meredith Apprenticeship	Instr. Approval	3	
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Awareness (Fall)  117 Strategic Media Planning (Spring MKTG 101 MKTG 101 MKTG 101 MATG 101 MA	113 Concepts in Consumer	E4 76	2	138 Org. Public Affairs (Fall)		3	
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136 PR Research (Fall)  123  3  40, 57, 59, 113, 124, MKTG 101  144 Cases in Ethical PR Practice (Spring)  195 App Design  105 App Design  106 PR Campaign Strategy (Spring)  107 SPC Capstone (Spring)  108 App To a provide the second	117 Strategic Media Planning (Spring			143 PR Planning & Mgmt. (Fall)	59, 123	3	
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195 App Design Instr. Approval 3  Methods Course 3  POLS 095, SCSS 159, or STAT 050	139 Adv. Account Planning (Fall)	124, MKTG 101	3	172 Journalism Capstone	Instr. Approval	3	
Methods Course 3 POLS 095, SCSS 159, or STAT 050	144 Cases in Ethical PR Practice (Sprir	ng)	3	173 Reporting for TV & Web (Spring)	63	3	
POLS 095, SCSS 159, or STAT 050	195 App Design	Instr. Approval	3				
	Methods Course		3				
SCSR 128 Argumentation and Advocacy (or equiv.) 3	POLS 095, SCSS 159, or STAT 050						
	SCSR 128 Argumentation and Advocacy (or equiv.)						

Additional Journalism Options						
Explore			Business Knowledge			
Course	Pre-req	Cr.	Course Pre-req		Cr.	
30 Mass Media in a Global Society		3	40 Pre-Professional Workshop		1	
76 Advertising Principles		3	41 Financial Fundamentals for Comm Prof.		1	
84 Brand Media Principles		3	104 Media Law and Ethics	Jr.	3	
85 PR Principles		3	109 JMC Internship		1-3	
88 Intro to SPC		3	Electives			
Other			Course	Pre-req	Cr.	
Course	Pre-req	Cr.	Electives (pick two)		6	
INTD 025 Bulldog Foundations		1	JMC 076, JMC 099, POLS 114, P	OLS 166 or Advisor Ap	proval	
POLS 001 American Political Systems		3				
Sociology Course		3				
POLS 113 American Electoral Process		3				
POLS 116 Media and Modern Politics		3				

## Strategic Political Communication

## Drake University School of Journalism and Mass Communication

**Graduation Requirements** 

124 minimum credit hours
44 JMC credit hours
72 non-Journalism credit hours
At least 48 of the 72 must be Arts & Sciences credits
40 credit hours of courses numbered 100 or above
21 non-JMC credit hour area of concentration

Maintain a cumulative and JMC GPA of 2.25

All pre-requisite courses must be a grade of C- or higher Must fulfill the Drake Curriculum requirements

Non-JMC AOI & Honors courses count as non-JMC credit

Drake Curriculum						
Area of Inquiry (AOI)			<u>OR</u>		Honors	
Area of Inquiry	Course	Done		Honors	Course	Done
First Year Seminar			Note: Must register for the honors track			ck
Artistic Experience	JMC 059		Р	aths to Knowledge		
Critical Thinking			Д	OI - Science With Lab		
History Foundation 1			Д	OI - Quantitative		
History Foundation 2			Д	OI - Artistic Experience	JMC 059	
Information Literacy	JMC 030		1	5 Credits of Honors Elect	ives Required	
Global & Cultural Understanding				Honors Elective		
Engaged Citizen	JMC 085			Honors Elective		
Quantitative Literacy				Honors Elective		
Written Communication	JMC 054			Honors Elective		
Life Science*				Honors Elective		
Physical Science*					1	
Values and Ethics	JMC 104					

Journ	nalism Required Curricu	lum (44 credit hours)	
Writing and Creation		Research and Analytics	
	cr		cr
_	cr		CI
	cr		CI
Multimedia Skills		Strategy and Execution	
	cr_		CI
	cr		CI
	cr		CI
	Explore/Business Kno	wledge/Other	
	cr		CI
	cr		CI
_	cr		CI
	cr		CI

Area of Concentration					
21 credit hours of non-JMC course work, of which a minimum of 12 credit hours need to be upper-level (course number 100 or above)					
		<u> </u>	cr		
Lower-level course work —	cr	Upper-level course work	cr		
(9 cr.)	cr	(12 cr.)	Cr		
	cr	,	cr		