

# Strategic Political Communication

## Drake University School of Journalism and Mass Communication

Journalism Required Curriculum					
Writing and Creation (9 credits)			Multimedia Skills (7 credits)		
Course	Pre-req	Cr.	Course	Pre-req	Cr.
<b>54 Reporting &amp; Writing Prin.</b>		<b>3</b>	<b>31 Multimedia Lab</b>		<b>1</b>
63 Video for Journalists	31, 54, 57	3	57 Video Production	31	3
67 Digital Audio Wrtg/Prod (Spring)	54	3	<b>59 Intro to Visual Comm</b>		<b>3</b>
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	75 Digital Photography (Fall)	59	3
120 Freelance Writing (Spring)	54	3	<b>Strategy and Execution (12 credits)</b>		
<b>123 PR Writing</b>	<b>54</b>	<b>3</b>	Course	Pre-req	Cr.
124 Copywriting & Content Dsn (Spring)	54, 76, & Pre/Co-req 57 or 59	3	<b>55 Digital Strategies</b>		<b>3</b>
<b>Research and Analytics (9 credits)</b>			105 Web Page Design		3
Course	Pre-req	Cr.	114 Advanced Video (Fall)	63	3
55 Digital Strategies		3	115 Video Sports Production (Fall)	63	3
99 Social Media Strategies		3	116 Documentary Production (Fall)	63	3
103 Public Affairs Report. (Fall)	Jr, 41, 55, 63, 70, 98	3	118 Meredith Apprenticeship	Instr. Approval	3
113 Concepts in Consumer Awareness (Fall)	54, 76	3	119 Magazine Publishing (Fall)	59, 41, and 70 or 91	3
117 Strategic Media Planning (Spring)	40, 57, 59, 113, MKTG 101	3	<b>138 Org. Public Affairs (Fall)</b>		<b>3</b>
119 Magazine Publishing (Fall)	59	3	141 Strategic Message Design (Fall)	40, 57, 59, 113, 124, MKTG 101	3
136 PR Research (Fall)	123	3	<b>143 PR Planning &amp; Mgmt. (Fall)</b>	<b>59, 123</b>	<b>3</b>
139 Adv. Account Planning (Fall)	40, 57, 59, 113, 124, MKTG 101	3	145 Adv. Campaign Strategy (Spring)	139, and 117 or 141	3
144 Cases in Ethical PR Practice (Spring)		3	146 PR Campaign Strategy (Spring)	143	3
195 App Design	Instr. Approval	3	<b>147 SPC Capstone (Spring)</b>	<b>88, 138</b>	<b>3</b>
<b>Methods Course</b>		<b>3</b>	172 Journalism Capstone	Instr. Approval	3
<b>POLS 095, SCSS 159, or STAT 050</b>			173 Reporting for TV & Web (Spring)	63	3
<b>SCSR 128 Argumentation and Advocacy (or equiv.)</b>		<b>3</b>			

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

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### 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				<i>Note: Must register for the honors track</i>		
Artistic Experience	JMC 059			Paths to Knowledge		
Critical Thinking				AOI - Science With Lab		
History Foundation 1				AOI - Quantitative		
History Foundation 2				AOI - Artistic Experience	JMC 059	
Information Literacy	JMC 030			15 Credits of Honors Electives 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*						
Values and Ethics	JMC 104					

Journalism Required Curriculum (44 credit hours)			
Writing and Creation		Research and Analytics	
_____	cr	_____	cr
_____	cr	_____	cr
_____	cr	_____	cr
Multimedia Skills		Strategy and Execution	
_____	cr	_____	cr
_____	cr	_____	cr
_____	cr	_____	cr
_____	Explore/Business Knowledge/Other	_____	cr
_____	cr	_____	cr
_____	cr	_____	cr
_____	cr	_____	cr
_____	cr	_____	cr

Area of Concentration			
<i>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)</i>			
Lower-level course work _____	cr	Upper-level course work _____	cr
(9 cr.) _____	cr	(12 cr.) _____	cr
	cr		cr