

Strategic Political Communication

School of Journalism and Mass Communication

Fall		
Course	Pre-reqs	Cr
JMC 030: Mass Media in a Global Society (INFO/EI)		3
JMC 031 Multimedia Lab		1
JMC 088: Intro to Strategic Political Communication (F)		3
FYS		3
AOI or Any Course		3
Total Credits		13

Spring		
Course	Pre-reqs	Cr
JMC 054: Reporting and Writing Principles (WRIT)		3
JMC 085: PR Principles (CITZ)		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Fall		
Course	Pre-reqs	Cr
JMC 055: Digital Strategies		3
JMC 123: PR Writing	JMC 054, 085, pre-/co-req 031	3
JMC 131: Political Campaign Management (F)		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Spring		
Course	Pre-reqs	Cr
JMC 058: Foundations of Visual Communication (ARTS) (S)	JMC 031	3
JMC 040: Pre-Professional Workshop		1
JMC Elective		3
AOI or Any Course		3
AOI or Any Course		3
Any Course		3
Total Credits		16

Fall		
Course	Pre-reqs	Cr
PHIL 090/PHIL 091		3
JMC Elective		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Spring		
Course	Pre-reqs	Cr
JMC 104: Media Law and Ethics (VE) (S)	Jr.+	3
JMC 041: Financial Fundamentals for Comm Professionals (S)	So.+	1
POLS 095/SCSS 159/STAT 050/STAT 071*		3
POLS 116: Media and Modern Politics*		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		16

Fall		
Course	Pre-reqs	Cr
JMC 138: Public Affairs Planning and Management (F)		3
Upper-level American Politics Course (Adv. Approval)		3
JMC Elective		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Spring		
Course	Pre-reqs	Cr
JMC 147: SPC Capstone (S)	JMC 088, 138	3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Total Credit Hours Included in Academic Plan	120
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Program and Advising Notes

Please meet with your Advising Specialist prior to making any changes to the sequencing of courses on your degree path, to ensure you can stay on track for graduation.

*These courses are offered on a rotational basis and may not be offered in the semester indicated. Please work with your Advising Specialist to plan an alternative semester for the course if it is not being offered in that semester.