

# Multimedia Journalism

Drake University School of Journalism and Mass Communication

Fall 2025

| Drake Curriculum     |         |                          |
|----------------------|---------|--------------------------|
| Requirement          | Course  | Completed                |
| First Year Seminar   |         | <input type="checkbox"/> |
| Equity and Inclusion | JMC 030 | <input type="checkbox"/> |

| Area of Inquiry                 |         |                          |
|---------------------------------|---------|--------------------------|
| Artistic Experience             | JMC 058 | <input type="checkbox"/> |
| History Foundation              |         | <input type="checkbox"/> |
| Information Literacy            | JMC 030 | <input type="checkbox"/> |
| Global & Cultural Understanding |         | <input type="checkbox"/> |
| Engaged Citizen                 |         | <input type="checkbox"/> |
| Quantitative Literacy           |         | <input type="checkbox"/> |
| Written Communication           | JMC 054 | <input type="checkbox"/> |
| Science with Lab                |         | <input type="checkbox"/> |
| Values and Ethics               | JMC 104 | <input type="checkbox"/> |

**OR**

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

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

| Major Requirements                                | Pre-Req           | Completed  |
|---|-------------------|--|
| 057 Intro to Video Production                     | 031               | <input type="checkbox"/>   |
| 058 Foundations of Visual Comm (Spring)           | 031               | <input type="checkbox"/>   |
| 070* Media Editing                                | 054               | <input type="checkbox"/>   |
| 100 Electronic Field Production                   | 054, 057          | <input type="checkbox"/>   |
| 103 Statehouse Reporting (Spring)                 | 054               | <input type="checkbox"/>   |
| Advanced Digital Skills Class (Pick one)          |                   |  |
| JMC 105 or 195                                    | 055               | <input type="checkbox"/>   |
| Upper Division Writing Electives (Pick 2 Courses) |                   |  |
| 120*, 161*, 168*, 173*, 176*, 177*                | 054               | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| JMC Elective (Advisor Approval)                   |                   | <input type="checkbox"/>   |
| 172 Journalism Capstone (Fall)                    | Sr, 040, 055, 103 | <input type="checkbox"/>   |

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

| Area of Concentration    | 21 Credits Total (Non-JMC)     |
|--------------------------|--------------------------------|
| Title:                   | <b>12 upper-level credits:</b> |
| 9 lower-level credits:   | <input type="checkbox"/>       |
| <input type="checkbox"/> | <input type="checkbox"/>       |
| <input type="checkbox"/> | <input type="checkbox"/>       |
| <input type="checkbox"/> | <input type="checkbox"/>       |

## 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

## Advisor Sign-Off

| Yr. | Fall | Spring |
|-----|------|--------|
| 1   |      |        |
| 2   |      |        |
| 3   |      |        |
| 4   |      |        |

First-year courses

Transfer students take first year

Second-year courses

Transfer students take first year

Third-year courses

Transfer students take second year

Fourth-year courses

Transfer students take second year



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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                         |                                   |     |   |          |         |  |  |  |
| 168* Advanced Reporting (Spring)             | 054                    | 3   | Course   | Pre-req                           | Cr. |   |          |         |  |  |  |
| 176* Travel Writing                          | 054                    | 3   | 055 Digital Strategies                         |                                   | 3   |   |          |         |  |  |  |
| 177* Advanced Audio Storytelling             | 054                    | 3   | 105 Web Content & Development                  | 055                               | 3   | Business Knowledge                        |          |         |  |  |  |
|  |                        |     | 114 Advanced Video Production (Fall)           | 057, 100                          | 3   |   |          |         |  |  |  |
|  |                        |     | 115 Sports Production (Spring)                 | 057, 100                          | 3   |   |          |         |  |  |  |
|  |                        |     | 116 Documentary Production (Fall)              | 057, 100                          | 3   |   |          |         |  |  |  |
|  |                        |     | 118 Dotdash Meredith Apprenticeship            | Instr. Approval                   | 3   |   |          |         |  |  |  |
| 055 Digital Strategies                       |                        | 3   | 119* Brand Media Planning (Fall)               | 054                               | 3   |   |          |         |  |  |  |
| 065 Social Media Strategies                  |                        | 3   | 128* Generative AI Theory & Practice           |                                   | 3   |   |          |         |  |  |  |
| 103 Statehouse Reporting (Spring)            | 054                    | 3   | 131 Political Campaign Mgmt (Fall)             |                                   | 3   |   |          |         |  |  |  |
| 113 Consumer Culture (Spring)                | 076                    | 3   | 138 Public Affairs Planning & Mgmt (Fall)      |                                   | 3   |   |          |         |  |  |  |
| 117 Media Analytics and Insights (Fall)      | 113, MKTG 101          | 3   | 141 Advanced Strategic Messaging (Fall)        | 057, 059, 124, MKTG 101           | 3   |   |          |         |  |  |  |
| 119* Brand Media Planning (Fall)             | 054                    | 3   | 143 PR Planning & Mgmt. (Fall)                 | 059, 123                          | 3   |   |          |         |  |  |  |
| 136 PR Research (Fall)                       | 123                    | 3   | 145 Advertising Campaign Capstone (Spring)     | 057, 059, 139, & 117 or 141       | 3   |   |          |         |  |  |  |
| 139 Advertising Research and Planning (Fall) | 40, 113, 124, MKTG 101 | 3   | 146 PR Campaign Strategy (Spring)              | 136, 143                          | 3   |   |          |         |  |  |  |
| 144 Cases in Ethical PR Pract. (Spring)      | 054                    | 3   | 147 SPC Capstone (Spring)                      | 088, 138                          | 3   |   |          |         |  |  |  |
| 195 App Design (Fall)                        | 055                    | 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   |   |          |         |  |  |  |

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