

Alternate Course Descriptions

ADPR 151 - This course introduces integrated strategic communication –advertising and public relations –concepts, processes and practices essential to brand management within a diverse global marketplace. You will gain an understanding of the history that shaped our industry as well as ethical principles underpinning our profession. You will also have an opportunity to apply concepts learned in class to real-life scenarios in the form of applied case studies. (Hachtmann, ADPR 151.001, 1221)

ADPR 221 - Here you will have the opportunity to practice a variety of writing styles across multiple Integrated Marketing Communications (IMC) channels and receive the critical feedback you need to up your writing game. For the first part of the semester, we will concentrate on 8 specific channels and the writing style required for each. You will then use this experience to work in a group to develop an IMC campaign for one client across all these channels, which you will present at the end of the semester. (Hubbard, ADPR 221.003, 1221)

ADPR 283 - The goal of this class is to provide students with the fundamental skills needed to conduct research, analyze and evaluate results, then develop and write an integrated marketing communications (IMC) plan based on those results. Thus, strategy development and articulation of that strategy through research, analysis, strategic thinking, planning, writing and presentations are the focus of this course. Whether you work on the agency or client side, the ability to use consumer research as a basis for the development of an Integrated Marketing Communications (IMC) strategy is a skill that will serve you well throughout your career. In this class, you will learn to use various types of research methods to understand how consumers think, act, and buy while working in groups and using your research results to develop a comprehensive Integrated Marketing Communications (IMC) proposal to address a specific client marketing problem or opportunity. (Hubbard, ADPR 283.001, 1221)

ADPR 489 - This is an ADPR capstone course in which you will put into practice all of the advertising, public relations, media, research and creative knowledge you have gained in this major as well as knowledge you have gained from your general education courses, your minors, areas of specialization, internships, and jobs. You will work in teams to conduct research, evaluate the findings and use critical thinking to develop and present an integrated marketing communications strategy and creative material for a multimedia advertising and public relations campaign needed by the clients identified. You will apply knowledge, experience, and skills learned in previous courses to a new situation. At the conclusion of the course, you will have developed a comprehensive integrated marketing communications campaign and presented it to the client in both a printed plans book and a formal presentation. (Hubbard, ADPR 489.001, 1221)

BRDC 227 - This course will introduce you to audio content -its creation and uses, the tools used to create it and basic vocal performance skills. You will practice writing correctly and clearly for media, application of tools and technologies appropriate for audio media content using the college's audio production and radio station studios and application of basic numerical and statistical concepts as they relate to electronic media audience measurement and station ratings data. (Alloway, BRDC 227.150, 1221)

BRDC 260 - Writing scripts and preparing related materials for broadcast, cable and online production and presentation. Audience composition, research of topics and adaptation to delivery through multiple media platforms. Awareness of diverse audiences and legal and ethical considerations in preparation of written materials for electronic media. (Richter, BRDC 260.002, 1221)

BRDC 269 - Video is an integral part of modern storytelling. This class will focus its attention on technical strategies for visual storytelling; production value from a hardware-agnostic perspective, creativity, and exploring the story itself. For this course, you will research and share videography capture and editing techniques appropriate for a series of projects, moving from basic to complex in terms of, planning, video capture, editing, lighting, production quality, storytelling, and creativity. You will use those techniques to produce unique projects that demonstrate an understanding of key concepts. Some of the questions we will explore include how does one tell a compelling, engaging, and good-looking visual story—regardless of whether they use an iPhone, a Canon D5 Mk IV, or a JVC HM620? What strategies need to be involved to plan and execute a quality product with consumer-level hardware? What tools and tricks are useful when it comes to making your content look professional? Successful completion of the course will allow you to demonstrate a grasp of writing and storyboarding, camera operation, audio control, lighting, editing, and output formats and platforms. In addition, students will be expected to learn the terminology of video production/post-production and use this terminology competently. (Fischer, BRDC 269.002, 1221)

JOMC 101 - This course is an introduction to mass media as sources of news, opinion, entertainment and strategic communication. You will learn about the history, job opportunities and controversies of advertising, public relations, print, broadcasting, digital and social media. You will gain an understanding of the principles and laws of freedom of speech and press, specifically the First Amendment of the U.S. Constitution. You will learn how media and persuasive messages both affect and are affected by society. (Britten, JOMC 101.001, 1221)

JOMC 486 - Writing scripts and preparing related materials for broadcast, cable and online production and presentation. Audience composition, research of topics and adaptation to delivery through multiple media platforms. Awareness of diverse audiences and legal and ethical considerations in preparation of written materials for electronic media. (Bender, JOMC 486.002, 1221)

JOMC 487 - This course examines media ethics and the relationships between mass media and society. We'll look at ethical issues facing journalists, broadcasters, advertising, and public relations professionals. We'll talk about broader issues of ethics in society as we discuss current events. We'll focus particularly on the question of whether media practitioners have a special responsibility to society. Uruguayan journalist Eduardo Galeano once said: "I am grateful to journalism for waking me up to the realities of the world." This class aims to help you understand and apply the realities of ethical decision-making. It will provide you with the foundation you need to address ethical choices in your careers and lives. (Alloway, JOMC 487.001, 1221)

JOUR 200A - This course covers the fundamentals of writing, editing and reporting for news media in print, digital and broadcast platforms. We will spend the first half of the course reviewing grammar and Associated Press style. We will spend half of the course learning newswriting and will write and rewrite extensively. (Graves, JOUR 200A.012, 1221)

JOUR 200B - This course will build on the knowledge and skills you gained in 200A and provide a deeper dive into reporting, writing and editing practices. You'll have the opportunity to apply your skills by completing real-life story assignments. Journalism is one of the most important jobs in our society. Good public policy information is the lifeblood of democracy, helping citizens to participate meaningfully in the political process. Journalists help to supply vital information that becomes the oxygen a healthy

representative government needs to survive and flourish. They play an important watchdog role. This course will help prepare you for this important job. (Hassler, JOUR 200B.001, 1221)

JOUR 400 - Students in this senior capstone course will be required to use all the skills they have amassed during their education at the College of Journalism and Mass Communications and apply them to journalism assignments and a semester-long project to produce content with depth, exploration and substance. Students will, through the course of the semester, produce journalism that may include written work, video and audio storytelling, data analysis and visualization, photography and other methods as assigned. Students will work collaboratively with faculty and fellow students to produce compelling works of journalism that they are interested in pursuing, work that will be published in a multimedia presentation featuring the full breadth of their work. (Hassler, JOUR 400.001, 1221)

SPMC 150 - This course provides you an overview of communication and sport, a foundation for future study in sports media and communication. At the very least, you will get an understanding of its place on the American landscape. You will be introduced to the topics and issues in contemporary sport. You will be introduced to events, people, and history, which make sports media what it is in this country. (Shrader, SPMC 150.001, 1221)

SPMC 250 - Here you will have the opportunity to practice a variety of writing styles across multiple Integrated Marketing Communications (IMC) channels and receive the critical feedback you need to up your writing game. For the first part of the semester, we will concentrate on 8 specific channels and the writing style required for each. You will then use this experience to work in a group to develop an IMC campaign for one client across all these channels, which you will present at the end of the semester. (Stamm, SPMC 250.001, 1221)

SPMC 350 - Like few other industries on the planet, sports is awash in data and the amount of new data is exploding. With that explosion of data, communicators now more than ever need the skills to analyze and understand data to then produce the stories hidden in the information. In this class, we'll use brainpower and software to look at raw data — not summarized and already reported information — to look at sports: the games, the seasons, the leagues, the players. We're going to get our hands dirty with the tools of analysis. (Waite, SPMC 350.001, 1221)

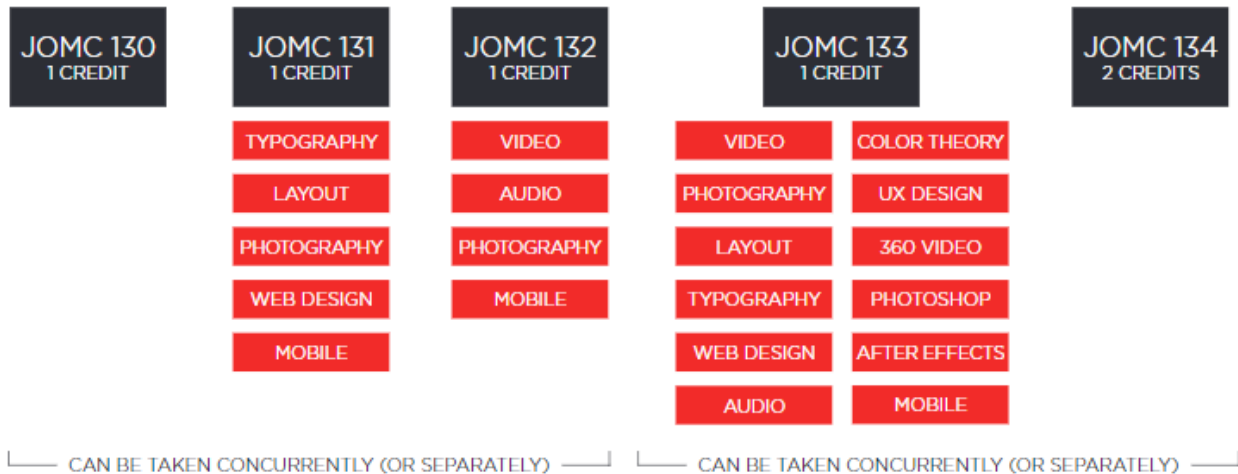
SPMC 450 - Students in this course will apply sports media and communication skills and knowledge to a team-and project-based learning challenge that culminates in a real-world presentation or publication. This Sports Media and Communication Capstone course operates the sports section of the Nebraska News Service --for the College of Journalism and Mass Communications. For this capstone, you will self-select your "beat" or direction and develop your own content, write, edit and photograph narrative feature stories. (Stamm, SPMC 450.001, 1221)

SPMC 464 - Issues in sports media relations and integrated media communications. Background of the unpredictable nature of the sports industry and the relationships with its various publics and the media. (Petrotta, SPMC 464.001, 1221)Page Break

Communication Design

JOMC 130 - Communication Design provides students a design-centered educational experience focused on the application of content design principles to solving complex problems through the delivery of innovative, real-world content solutions and to gain an understanding of the role that different media play in society. Over this course sequence, students will broaden their interdisciplinary creative media

skills through a curriculum of alternating applied theory and practice. Students will gain real-world content development experience while working with instructors to produce engaging and innovative stories. This course establishes a creative and technical foundation to prepare students for an ever-changing media environment. (Krcmarik, JOMC 130.950, 1221)



JOMC 131-132-133 (JOMC 131-132-133 joint syllabus, 1221; JOMC 134, 1221)

These sections are self-paced modules to learn about specific content types used in traditional and digital media. Each module is to prepare you for industry practices for planning and producing. One module is an intensive project that will challenge you to learn new skills and apply concepts learned in the introduction. It will require persistence and hard work to successfully obtain a module. JOMC 131, 132, and 133 each require that you complete six modules to successfully complete the course.

As noted, you may choose the order you complete the modules in but the modules in a particular core area must be completed in order (i.e. the level 1 module must be completed before the level 2 module, etc.). Each module will include:

- Instructional Material - Screencasts, videos, reading, and other materials to be reviewed to assist you with completion of the exercise, project, and quiz for that module.
- Software/Hardware - A list of software and/or hardware required to successfully complete the module.
- Quiz - A brief quiz to demonstrate understanding of the material covered in the unit.
- Project Draft - Draft of the module project presented in the critique session for feedback.
- Project - A project is the final aspect of each module. The project requires to demonstrate mastery of the skills introduced in the unit.
- Critique - Bi-weekly critiques will be mandatory for successful completion of the module as well as the course.

Your major will define how many modules you need to complete in the core and advanced sections.

JOMC 131

ADPR	BRDC/SPMC	JOUR
Typography 1	Typography 1	Typography 1
Layout 1	Layout 1	Layout 1
Layout 2	Web 1	Web 1
Web 1	Photo1	Web 2
Web 2	Photo 2	Mobile 1
Mobile 1	Mobile 1	Mobile 2

JOMC 132

ADPR	BRDC/SPMC	JOUR
Audio 1	Audio 1	Audio 1
Video 1	Audio 2	Video 1
Video 2	Audio 3	Video 2
Photo 1	Video 1	Photo 1
Photo 2	Video 2	Photo 2
Mobile 2	Video 3	Mobile 3

JOMC 133

Complete 6 modules of your choosing. You can choose any module NOT required for your major or any exploratory module.

JOMC 131 - Self-paced modules and weekly critiques introduce students to specific types of content in traditional and digital media, such as video, photography, layout, typography, web design, audio and mobile.

JOMC 132 - Students continue self-paced modules and weekly critiques to learn fundamentals of specific types of content in traditional and digital media, such as video, photography, layout, typography, web design, audio and mobile.

JOMC 133 - Students continue self-paced modules and weekly critiques to achieve more advanced proficiency in specific types of communication design used in traditional and digital media.

JOMC 134 - In teams of five you will produce a multimedia project that communicates information about an organization, group, social issue, etc. Groups will be randomly assigned from students who have completed JOMC 132 (all the core modules). Your team will select one project from a group of projects to develop a multimedia project using your skills developed from the previous modules. Deadlines and milestones will be set with your instructor to meet throughout the semester. Progress will be tracked during critique sessions. At the completion of the semester, your team will present your solution to a panel of experts and faculty. The presentation will be a portion of your grade. This course will involve working in a group/team. It is important to remember that you will be graded individually. You are responsible for completing an equal amount of work as your fellow group/team members. That

does not mean you each have to do the same things, but it does mean that you need to make a clearly equal contribution to the final project. Each group/team member has different areas where they excel, and you should use this to your advantage while still making sure to make equal contributions.