DEPARTMENT OF DIGITAL MEDIA & JOURNALISM

John Rost, B.A., M.F.A.
Chair, Digital Media and Journalism
Associate Professor of Digital Media and Journalism

Purpose
The purpose of the Department of Digital Media and Journalism is to produce redemptive storytellers as communication professionals who are equipped with specific skills in videography, editing, audio production, on-air performance, and digital content and journalistic writing—all expressed through a multitude of genres and based on a Christ-centered perspective that governs everything undertaken in the field. Studying in Digital Media and Journalism will prepare students for a worldwide market to:

1. Use professional skills with great integrity as an expression of high moral and ethical values in storytelling.
2. Possess both theoretical and historical understanding of Digital Media and Journalism.
3. Make first-hand, practical application of knowledge in professional and personal contexts as a communicator in the field of Digital Media and Journalism.

Programs
- Digital Media & Journalism Major (B.S.)
- Digital Media & Journalism Minors

Career Opportunities
- Advertising
- Business
- Communication Research
- Content Creator
- Copy Editing
- Copy Writing
- Corporate Team Building
- Digital Media Entrepreneur
- Editing Publications
- Education
- Film
- Graphic Illustration
- Journalism
- Lobbying
- Ministry
- News Anchor
- News Directing
- News Reporting
- Producing/Directing
- Public Affairs
- Public Relations
- Radio/Podcasting
- Reporting
- Sales
- Social Work
- Speech Writing
- Teaching
- Television Production
- Tutoring
- Web Design

Courses

Digital Media & Communication Courses
DMCA 499 Internship 1-6 Credit Hour(s)
Offered: Resident and Online

Digital Media Courses
DIGI 100 Equipment Workshop 1 Credit Hour(s)
This course will introduce the new Digital Media & Communication Arts student to the equipment available for their use throughout their academic career at Liberty University. Students will set up and execute basic functions of the various cameras, audio equipment and lighting fixtures available for use through the Media Lab. In addition, students will work through the Liberty University production manual including all production forms necessary to complete video and audio projects through the School of Communication and Creative Arts. This course is required of any student who expects to use Liberty University Media Lab equipment regardless of the student’s major.
Offered: Resident

DIGI 175 Fundamentals of Editing 3 Credit Hour(s)
This course is a study of the techniques and workflow of the non-linear editing process, including tools and formats as they relate to the post-production process.
Offered: Resident and Online

DIGI 190 Media Industry Ethics 3 Credit Hour(s)
A study of digital media regulations, economic operations, and ethics as currently operational in the United States; including examination of moving image, audio-only, and transmedia application.
Offered: Resident

DIGI 220 Writing for Media 3 Credit Hour(s)
The basics of scriptwriting across all genres of media; an introduction to the fundamental concepts, including the broadcast journalism and narrative structures.
Offered: Resident

DIGI 222 Lighting and Cinematography 3 Credit Hour(s)
Prerequisite: DIGI 175 and DIGI 224 and DIGI 225
An important key to quality video production is the ability to light the people, the products, the activities, and the set they are on. The student will learn lighting techniques, use of the light meter, various lighting fixtures and grip tools. Using exercises in design and application, students will acquire skills in interior, exterior and studio lighting environments.
Offered: Resident

DIGI 224 Fundamentals of Audio Production 3 Credit Hour(s)
This course will introduce the fundamentals of training in digital production, audio console operation, use of digital recorders and microphones, DAW editing and program formats. (Formerly COMS 224)
Offered: Resident
DIGI 225 Introduction to Video Production 3 Credit Hour(s)
This course will introduce the fundamentals of training in digital video production, editing, software operation, use of cameras, lighting, and microphones. (Formerly COMS 225)
Offered: Resident

DIGI 230 Essential Production Tools 3 Credit Hour(s)
Prerequisite: DIGI 175 and DIGI 224 and DIGI 225
A hands-on course allowing students whose career goals include on-camera performance and participation in social networking the opportunity to develop storytelling, video and audio skills adequate to create and evaluate some professional quality media elements.
Offered: Resident

DIGI 240 Writing for Visual Media 3 Credit Hour(s)
A study of writing for television and Internet distribution. Student will learn dramatic and documentary writing techniques and develop scripts in both genres. (Formerly COMS 323)
Offered: Resident

DIGI 250 Location Sound 3 Credit Hour(s)
Prerequisite: (DIGI 224 or COMS 224)
This course is designed to teach students the recording skills required in capturing good location sound for digital video projects.
Offered: Resident

DIGI 282 Intermediate Editing and Effects 3 Credit Hour(s)
Prerequisite: DIGI 175 and DIGI 224 and DIGI 225
Intensive practical experience in pro-level video postproduction skills using multi-face industry-leading software. Designed for the decidedly focused video production student this course drives past fundamental skills and will include vital exercises in pro-level editing, color correction, animation, compositing, and special visual effects.
Offered: Resident

DIGI 290 Post Production Sound Design 3 Credit Hour(s)
Prerequisite: CINE 271
Students will have the opportunity to create and remix practical assignments working with a variety of student media productions. The course will help students in developing the proper balance between dialogue, SFX and music tracks, mixing in stereo and/or surround sound.
Offered: Resident

DIGI 299 Internship 0 Credit Hour(s)
Offered: Resident

DIGI 310 The Digital Producer 3 Credit Hour(s)
Prerequisite: DIGI 175 and DIGI 220 and DIGI 224 and DIGI 225
Students will participate in digital program development; creation of a show concept from research and development to proposal. Emphasis is placed on the understanding and operating in the role of the producer. Survey of the different strategies related to news, comedy, talk, reality and day- and nighttime genres will prepare the student to create a show concept suitable for development.
Offered: Resident

DIGI 324 Vocal Development 3 Credit Hour(s)
Prerequisite: DIGI 175 and DIGI 224 and DIGI 225
An introduction to the use of one’s voice as a tool in effective storytelling, news delivery, features package presentation and hosting both on camera and behind a microphone. The course will require the practice of announcing with vocal pronunciation and expression, the development of individual vocal persona, vocal breathing and control skills and microphone technique. Intensive practical experience in developing individual announcing ability and critiquing announcers are highlights of this course. (Formerly COMS 324)
Offered: Resident

DIGI 327 Virtual Reality Design and Production 3 Credit Hour(s)
Prerequisite: DIGI 175 and DIGI 224 and DIGI 225
Virtual Reality Design and Production is an introductory level studio course designed to teach students from various disciplines the fundamentals of experience design for virtual reality simulations. Course content will focus on the theory, methodology and technical skills necessary to create meaningful, multi-sensory, interactive experiences.
Offered: Resident

DIGI 330 On Camera Presentation 3 Credit Hour(s)
Prerequisite: DIGI 175 and DIGI 224 and DIGI 225
Students who plan to work as anchors, hosts, and features producers will learn styles of personal presentation as they relate to storytelling in news, magazine, talk and documentary presentation.
Offered: Resident

DIGI 333 Intermediate Video Production 3 Credit Hour(s)
Prerequisite: DIGI 175 and DIGI 220 and DIGI 224 and DIGI 225
A study of the theory and practice in planning, directing and producing various video productions with emphasis on skill development and production techniques. (Formerly COMS 333)
Offered: Resident

DIGI 334 Intermediate Audio Production 3 Credit Hour(s)
Prerequisite: (DIGI 224 or COMS 224) and CINE 271
Intensive, practical experience in planning, coordinating, directing and producing various audio productions for broadcast. (Formerly COMS 334)
Offered: Resident

DIGI 335 Storytelling: Interactive, Social and Digital Media Writing 3 Credit Hour(s)
Prerequisite: DIGI 220 and DIGI 240
Writing the webisode; an experiential class in the creation of particularly short-form, stand-alone moving image narratives for distribution through web and mobile devices, from treatment through script to final polish.
Offered: Resident

DIGI 337 Music Recording 3 Credit Hour(s)
Prerequisite: CINE 271 and DIGI 224
This course provides students the hands on experience to record, and mix down different music projects from a simple recital or solo project to a multi-track recording of a contemporary or symphonic band. Students will also learn proper microphone placement, mixing and application of specific plug-ins in music recording and production.
Offered: Resident

DIGI 340 Sports Broadcasting 3 Credit Hour(s)
Prerequisite: DIGI 175 and DIGI 220 and DIGI 224 and DIGI 225
Play-by-play, analysis and color commentary will be studied. Individuals will develop their own broadcasting style through student projects including research, on-camera practice and attendance at Liberty sports events to observe LFSN professionals in action.
Offered: Resident
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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hour(s)</th>
<th>Prerequisite(s)</th>
<th>Offered:</th>
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<tbody>
<tr>
<td>DIGI 343</td>
<td>TV and Digital Reporting/Production</td>
<td>3</td>
<td>DIGI 175 and DIGI 220 and DIGI 224 and DIGI 225</td>
<td>Resident</td>
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<td>A study of the theory and practice of writing and preparing news copy and packages for TV and online broadcast.</td>
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<tr>
<td>DIGI 345</td>
<td>Producing TV News</td>
<td>3</td>
<td>DIGI 175 and DIGI 224 and DIGI 225</td>
<td>Resident</td>
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<td>Students will learn advanced principles of producing, scripting, news gathering, and studio work for Producing TV Newscasts. This will include practice in planning, writing, and editing as well as producing a newscast as aired for a local news broadcast. Course work and assignments will prepare the student for working under a deadline in the production of a professional TV newscast. While the focus of this course will be on television news, much of what you learn and practice will be applicable to all digital platforms.</td>
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<tr>
<td>DIGI 348</td>
<td>Advanced Editing Techniques 1</td>
<td>3</td>
<td>DIGI 282</td>
<td>Resident</td>
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<td>The student in this course will master various industry standard editing software to create long and short form broadcast worthy product. This course functions as the gateway for certification in various software.</td>
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<td>DIGI 350</td>
<td>Editing Theory</td>
<td>3</td>
<td>DIGI 225 and DIGI 175 and DIGI 224</td>
<td>Resident</td>
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<td>This course will survey the theory and practice of editing and post-production for long and short form video and web products. Aesthetics of narrative and documentary editing stressed, for both picture and sound.</td>
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<tr>
<td>DIGI 353</td>
<td>Producing Audio Content</td>
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<td>DIGI 220 and DIGI 224</td>
<td>Resident</td>
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<td>A study of the theory and practice of writing and producing content for radio broadcast and digital streaming. Formats include news, sports, entertainment, educational, drama, and podcast.</td>
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<td>DIGI 354</td>
<td>Storytelling: Sitcom</td>
<td>3</td>
<td>DIGI 240</td>
<td>Resident</td>
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<td>Writing the half-hour situation comedy; an experiential class, including show conceptualization, episodic structure, &amp; cooperative writing, and specializing in humorous and shorter-form screenwriting for cable, broadcast and streaming television.</td>
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<td>DIGI 355</td>
<td>Interactive, Social and Digital Media Management</td>
<td>3</td>
<td>DIGI 335</td>
<td>Resident</td>
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<td>Facebook, Twitter, Netflix, Hulu, Google+ and a myriad of other online outlets have become revenue generators in ways that magazine and newspaper ads and television and radio commercials were in years gone by. This course will equip the savvy social media manager to turn interactive and social networking strategies into dollars for the client of today.</td>
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<tr>
<td>DIGI 369</td>
<td>Chronicles of Motion Pictures and Television</td>
<td>3</td>
<td>RSCH 201 or Inquiry Research with a score of 80 or Research with a score of 80 or Research (prior to 2017-2018) with a score of 80</td>
<td>Resident</td>
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<td>The historical development and convergence of motion pictures and television, from their simultaneous origins in the 1890s through the new millennium. (Formerly COMS 369)</td>
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<td>DIGI 370</td>
<td>Studio Production</td>
<td>3</td>
<td>DIGI 310</td>
<td>Resident</td>
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<td>This course will explore the positions and equipment involved in studio production, the founding techniques of this craft, and the language and discipline of studio environment. The course will expose the student to the professional function of the various studio production positions. This will be accomplished through lecture, text materials, classroom discussion and in-studio production.</td>
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<td>DIGI 373</td>
<td>Storytelling: Episodic Drama</td>
<td>3</td>
<td>DIGI 240</td>
<td>Resident</td>
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<td>Writing the hour-long televised drama; an experiential class, including show conceptualization, episodic structure, &amp; cooperative writing, and specializing in serious and longer-form screenwriting for cable, broadcast and streaming television.</td>
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<td>DIGI 393</td>
<td>Television Practicum</td>
<td>1-3</td>
<td>DIGI 333</td>
<td>Resident</td>
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<td>Practicum for broadcast-oriented students using on-campus TV facilities. (Formerly COMS 393)</td>
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<tr>
<td>DIGI 394</td>
<td>Advanced Radio Practicum</td>
<td>1-3</td>
<td>DIGI 334</td>
<td>Resident</td>
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<td>Practical hands on experience in the overall operation of the radio station, including experience in on-air and digital production skills, as well as an overview of broadcast programming and operations; may be repeated. (Formerly COMS 394)</td>
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<td>DIGI 415</td>
<td>Audio Production</td>
<td>3</td>
<td>DIGI 175 and DIGI 220 and DIGI 224</td>
<td>Resident</td>
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<td>The practice of broadcast production techniques for live sporting events. The student will develop responsibility for the accuracy and clarity of the work from gathering the information to assembling it into a live broadcast production.</td>
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<td>DIGI 451</td>
<td>Live Sports Production</td>
<td>3</td>
<td>DIGI 334</td>
<td>Resident</td>
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<td>The practice of broadcast production techniques for live sporting events. The student will develop responsibility for the accuracy and clarity of the work from gathering the information to assembling it into a live broadcast production.</td>
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<tr>
<td>DIGI 453</td>
<td>Storytelling: Reality Television</td>
<td>3</td>
<td>DIGI 340</td>
<td>Resident</td>
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<td>Writing the docu-style reality show; an experiential class in the creation of story in which the recording of moving image and audio follows the conceptualization but precedes the screenwriting.</td>
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<td>DIGI 474</td>
<td>Advanced Audio Production</td>
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<td>DIGI 334</td>
<td>Resident</td>
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<td>Writing and production of dramatic and documentary programs for radio and Internet distribution. Portfolio development. (Formerly COMS 474)</td>
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<td>DIGI 477</td>
<td>Storytelling: Transmedia</td>
<td>3</td>
<td>DIGI 240</td>
<td>Resident</td>
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<td>Writing the cross-platform storyworld; an experiential class, including story-world conceptualization, overarching cross-platform structure, &amp; cooperative writing, with the focus on producing independent stand-alone narratives that simultaneously interlock into a seamless fictional universe.</td>
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</table>
DIGI 483  Advanced Video Production  3 Credit Hour(s)
Prerequisite: DIGI 333 and DIGI 370
Writing and production of dramatic and documentary programs for television and Internet distribution. Portfolio development. (Formerly COMS 483)
Offered: Resident

DIGI 485  Advanced Editing Techniques 2  3 Credit Hour(s)
Prerequisite: DIGI 348
In this class, the student will utilize software and technique developed in Advanced Editing Techniques 1 to edit professional level product in all content distribution forms.
Offered: Resident

DIGI 487  Field Projects and Practica  3 Credit Hour(s)
Prerequisite: DIGI 333 and JOUR 220
Students will participate in the ongoing production of on-campus media products. Emphasis is placed on application of coursework knowledge and refinement of skills.
Offered: Resident

DIGI 490  SFX, ADR, and Foley  3 Credit Hour(s)
Prerequisite: CINE 271 and DIGI 290
This course will give students the opportunity to learn proper microphone technique and placement for recording sound effects, and ADR (Automated Dialog Replacement), and to teach students to record and perform with Foley props.
Offered: Resident

DIGI 497  Special Topics  1,3 Credit Hour(s)
Offered: Resident and Online

DIGI 498  Senior Portfolio  3 Credit Hour(s)
An intensive individual research or production project in which the graduating senior can best showcase his or her competence in the field of electronic media. (Formerly COMS 498)
Registration Restrictions: Senior status; POI
Offered: Resident

Journalism Courses

JOUR 220  News Writing & Reporting I  3 Credit Hour(s)
Prerequisite: ENGL 101
This course provides a survey of media journalism formats and writing techniques for each. The course is designed to enhance the appreciation of the journalism professional as well as provide an understanding of the basic techniques used by the professional to inform both broadcast and written forms of media. Students will write objective news stories using the inverted pyramid and complete circle, produce copy for broadcast news stories, create online news stories and be introduced to the basics of blogging.
Offered: Resident

JOUR 225  Media Writing  3 Credit Hour(s)
Resident Prerequisite: ENGL 101
This course provides a survey of mass communication media formats and writing techniques from news for print and broadcast, to advertising and public relations. The course is designed to enhance the appreciation of the mass communication professional as well as provide an understanding of the basic techniques used by the professional to inform and/or persuade audiences. Students will write news stories, produce copy for broadcast news, create an advertising package, and develop a public service announcement. (Formerly COMS 220)
Offered: Resident and Online

JOUR 234  Modern Copy Editing  3 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225
A writing course that emphasizes advanced grammar skills, copy editing across multiple platforms, and proofreading, as well as reporting and headline writing, tease and tag writing, legal and ethical considerations, and attention to layout and design.
Offered: Resident

JOUR 345  Producing Digital News  3 Credit Hour(s)
Prerequisite: DIGI 343 and JOUR 220
Students will learn advanced principles of producing, scripting, news gathering, and studio work for producing newscasts across broadcast and digital platforms. This will include practice in planning, writing, and editing as well as producing a newscast as aired for a local broadcast. Course work and assignments will prepare the student for working under a deadline in the production of a professional newscast.
Offered: Resident

JOUR 354  News Writing and Reporting II  3 Credit Hour(s)
Prerequisite: JOUR 220 and DIGI 175 and DIGI 220 and DIGI 224 and DIGI 225 and (RSCH 201 or Inquiry Research with a score of 80 or Research with a score of 80 or Research (prior to 2017-2018) with a score of 80)
The practice of news story preparation, with emphasis given to the examination of principles and practices of community journalism, offering students extensive hands-on experience in writing localized content. The student will develop responsibility for the accuracy and clarity of the work from gathering the information to assembling it into a multimedia product. Special emphasis is given to individual and group creation of stories.
Offered: Resident

JOUR 356  Social Media Writing  3 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225
This course explores writing for various social media platforms and how they fit into a marketing plan. Students learn practical techniques used in producing social media content that promotes audience affinity and loyalty.
Offered: Resident and Online

JOUR 357  E-News Reporting  3 Credit Hour(s)
Prerequisite: DIGI 175 and DIGI 220 and DIGI 224 and DIGI 225 and JOUR 220
The practice of news story preparation, with emphasis given to the examination of principles and practices of entertainment journalism. The student will develop responsibility for the accuracy and clarity of the work from gathering the information to assembling it into a multimedia product. Special emphasis is given to individual and group creation of stories.
Offered: Resident

JOUR 358  Strategic Web Writing (Blogging)  3 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225 or COMS 220
This course covers the study and practice of writing blogs for information, promotion, persuasion, and entertainment. The students will learn to craft their writing efforts in order to reach a variety of different audiences, including writing for media, businesses, nonprofit organizations and personal platforms. This course will allow students to build a portfolio.
Offered: Resident
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hour(s)</th>
<th>Prerequisite</th>
<th>Description</th>
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<tbody>
<tr>
<td>JOUR 360</td>
<td>Media Convergence</td>
<td>3</td>
<td>(ARTS 222 and (DIGI 225 or COMS 225)) and (JOUR 354 or COMS 354)</td>
<td>This course features a hands-on approach that allows students to develop news stories using a variety of traditional media as well as social media such as Twitter, Facebook and Instagram. The media convergence class will help the student prepare material that is suitable for a portfolio.</td>
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<td>Offered: Resident</td>
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<tr>
<td>JOUR 370</td>
<td>Sports Writing</td>
<td>3</td>
<td>JOUR 220 or JOUR 225</td>
<td>This course provides a survey of sports writing styles and will examine the elements that comprise a well-written sports story or column including such elements as narrative flow, colorful detail and appropriate quotations.</td>
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<td>Offered: Resident</td>
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<td>JOUR 373</td>
<td>Editorial and Opinion Writing</td>
<td>3</td>
<td>JOUR 220 or JOUR 225</td>
<td>A study in presenting opinions in a persuasive manner through research and writing. Students will develop skills to produce a commentary on contemporary issues that inform, persuade and change attitudes and actions. (Formerly COMS 373)</td>
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<td>Offered: Resident</td>
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<td>JOUR 374</td>
<td>Writing and Editing for Digital Magazine and Features</td>
<td>3</td>
<td>JOUR 220 and DIGI 175 and DIGI 220 and DIGI 224 and DIGI 225</td>
<td>An advanced digital magazine production course focusing on investigating and reporting of feature stories in both print and broadcast formats including exploration of documentary production.</td>
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<td>Offered: Resident</td>
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<td>JOUR 375</td>
<td>Community Reporting</td>
<td>3</td>
<td>JOUR 220 or JOUR 225</td>
<td>Examines the principles and practices of community journalism, offering students extensive hands-on experience in writing localized content. Special emphasis is given to the individual and group creation of targeted content.</td>
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<td>Offered: Resident</td>
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<td>JOUR 390</td>
<td>Champion Practicum</td>
<td>1</td>
<td>JOUR 220 or JOUR 225</td>
<td>This course provides opportunities to apply what has been explored in the classroom through the operation of The Liberty Champion, our Liberty University student-run newspaper. Practicum is designed to enhance those acquired skills and knowledge and provide the student with the opportunity to build a portfolio for employment. (Ad/PR students should request a sales assignment.) (Formerly COMS 390)</td>
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<td>Offered: Resident</td>
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<td>JOUR 391</td>
<td>Advertising Design and Photography Practicum</td>
<td>1</td>
<td>(JOUR 220 or JOUR 225) and (ARTS 222 or ARTS 224)</td>
<td>This course provides opportunities to apply what has been explored in the classroom in the area of advertising design. Practicum is designed to enhance those acquired skills and knowledge and provide the student with the opportunity to build a portfolio for employment, using real clients and their advertising placed in the Champion newspaper. (Formerly COMS 391)</td>
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<td>Offered: Resident</td>
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<tr>
<td>JOUR 396</td>
<td>Advertising Practicum</td>
<td>1</td>
<td>(JOUR 220 or JOUR 225)</td>
<td>While priority will be given to Advertising/PR concentration students, this course is open as an elective to students majoring in Business Administration with the Marketing Cognate or to Sport Management majors. Students will work in support of the Advertising and Public Relations agency operated in the Department of Communication Studies under the wing of the Advertising/PR concentration. Students must enroll in this class if they plan to compete in Ad Team or Public Relations Student Society of America (PRSSA) contests. This practicum gives students the experience needed prior to getting an internship or a job in advertising or public relations or marketing or management. (Formerly COMS 397)</td>
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<td>Offered: Resident</td>
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<td>JOUR 397</td>
<td>Senior Project</td>
<td>3</td>
<td>JOUR 220 or JOUR 225</td>
<td>This is a capstone course and a requirement for Digital Media and Communication Arts majors in the Journalism concentration. In a culminating activity, students produce three stories of professional quality designed for digital multimedia platforms. Students attend a weekly seminar and work independently under the supervision of a faculty member. Students will be required to immerse themselves in a specific beat such as education, business, medicine, sports, etc. for their news content.</td>
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<td>Offered: Resident</td>
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<td>JOUR 398</td>
<td>Professional Practicum</td>
<td>1</td>
<td>JOUR 220 or JOUR 225</td>
<td>This is a course designed for senior who are working for an on campus media group as an editor or producer. It is meant to give academic credit for the experience that gain as a leader for media outlet.</td>
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<td>Offered: Resident</td>
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