Advising Supplement

### Organizational Communication

**Public affairs, media, community and crisis communication, training, newsletters**

Establish and maintain relationships with organizational constituents—media, customers, investors, employees, volunteers, government officials, and community.

Additional recommendations: JTC 310, JTC 371, JTC 414, JTC 417, JTC 425, SPCM 200

**Best courses:**
- 350 Public Relations
- 351 Publicity and Media Relations
- 353 Communications Campaigns
- 373 Digital Promotion Management
- 374 Social Media Management
- 450 Public Relations Cases

### Marketing, Promotions, and Presentation

**Copywriting, fundraising, grant writing, media production, technical writing and editing**

Work with clients to create and utilize media that positively explain, improve exposure for, and evaluate marketing strategies, products, services, special events, and impacts.

Additional recommendations: JTC 351, JTC 353, JTC 320C, JTC 417, Business minor, Apparel and Merchandising courses

**Best courses:**
- 355 Advertising
- 356 Advertising Creativity and Copywriting
- 357 Persuasion in Advertising
- 358 Advertising Media Buying and Selling
- 373 Digital Promotion Management
- 425 Strategic Multicultural Communication

### Research, Data, Public Opinion

**Experimental design, survey planning and execution, data analysis and visualization**

Assist organizations to communicate scientific and technical information to customers, employees, professionals, and media through websites, customer support centers, trade and professional media, publications, and technical reports.

Additional recommendations: double major or minor in specialized subject, ISTec minor, Environmental Affairs certificate, JTC 310, JTC 371, JTC 372, JTC 417, JTC 419, additional statistics

**Best courses:**
- 270 Analyzing Data in Journalism and Media
- 361 Writing for Specialized Magazines
- 363 Data Journalism
- 461 Writing About Science, Health, and Environment
- 465 Specialized and Technical Editing
- 471 Communication Research Methods

### Web Communication

**Social media, mobile media, email, graphics, mobile apps, podcasting, information architecture, website design and content**

Produce, manage content for organizational websites, blogs, intranets/extranets, or serve as a social media/online community manager.

Additional recommendations: JTC 335, JTC 340, JTC 347, JTC 413, JTC 414, JTC 425, JTC 445, ISTeC minor

**Best courses:**
- 365 Trends in Digital Communication
- 370 Web Programming for Media Producers
- 372 Web Design and Management
- 373 Digital Promotion Management
- 374 Social Media Management
- 417 Information Graphics

### Advertising and Marketing

**Creative directing, design, copywriting, account planning and service, branding, media planning**

Create and plan traditional and digital advertising and integrated marketing communication programs for employers such as clients, agencies, consultants, vendors, or media sales departments.

Additional recommendations: JTC 350, JTC 414, JTC 417, SPCM 200, MKT 305, MGT 305, Business minor

**Best courses:**
- 355 Advertising
- 356 Advertising Creative and Copywriting
- 358 Advertising Media Buying and Selling
- 373 Digital Promotion Management
- 374 Social Media Management
- 425 Strategic Multicultural Communication

### Public Relations and Strategic Communication

**Publicity, promotions, media planning, media relations, event planning**

Establish and maintain relationships with organizational constituents—media, customers, investors, employees, volunteers, government officials, and community.

Additional recommendations: JTC 372, JTC 373, JTC 414, SPCM 200, Business minor

**Best courses:**
- 350 Public Relations
- 351 Publicity and Media Relations
- 353 Communications Campaigns
- 374 Social Media Management
- 425 Strategic Multicultural Communication
- 450 Public Relations Cases

This guide is intended to provide career-related course suggestions only, and is not meant to be comprehensive or restrictive. Use this as a supplement to the JMC major check sheet to assist students in choosing classes to complete department requirements.
**Specialized Communication**

*Business, sports, politics, science, environment, technical, agriculture, education, health, and data*

Assist organizations to communicate scientific and technical information to customers, employees, professionals, and media through websites, customer support centers, trade and professional media, publications, and technical reports.

Additional recommendations: double major or minor in specialized subject, JTC 310, JTC 371, JTC 372, JTC 417, JTC 470

**Best courses:**
- 361 Writing for Specialized Magazines
- 363 Data Journalism
- 419 Food and Natural Resources Communication
- 421 Media, Business, and Economics
- 461 Writing About Science, Health, and Environment
- 465 Specialized and Technical Editing

**Newspaper, Web, or Magazine Content**

*Reporting, editing, column writing, photography, freelancing*

Writing and creating content for magazines, newsletters, books, and other publications primarily produced in print format, as well as for online delivery.

Additional recommendations: JTC 371, JTC 417, JTC 430, minor or double major in specialized subject

**Best courses:**
- 310 Copy Editing
- 320A-H Reporting
- 328 Feature Writing
- 335 Digital Photography
- 361 Writing for Specialized Magazines
- 422 Entrepreneurial Journalism

**Newspaper, Web, or Magazine Production**

*Page design, infographics, photography, and printing*

Designing and producing magazines, newsletters, books, and other publications primarily produced in print format, as well as for online delivery.

Additional recommendations: BA or BFA in Art, minor or double major in specialized subject

**Best courses:**
- 335 Digital Photography
- 370 Web Programming for Media Producers
- 371 Publications Design and Production
- 417 Information Graphics
- 422 Entrepreneurial Journalism
- 430 Advanced Digital Documentary Photography

**Television News, Weather, and Sports**

*Reporting, writing, producing, videography, anchoring, and editing*

Cover current events through still images and video appearing in television and websites.

Additional recommendations: JTC 342, JTC 418, SPCM 200, Political Science minor, History minor, Music, Stage, and Sports Production minor

**Best courses:**
- 320A-H Reporting
- 340 Digital Video Editing
- 341 TV News Writing, Reporting and Producing
- 345 Electronic Field Production
- 433 Advanced Video Editing
- 440 Advanced Electronic Media Production

**Documentary, Reality, or Live Event Television**

*Writing, directing, videography, on-camera talent, media management*

Produce, write, shoot, and edit long-form video productions designed to inform, educate, and entertain viewers, covering real-world stories.

Additional recommendations: JTC 316, JTC 342, JTC 418, JTC 456, SPCM 200, Music, Stage, and Sports Production minor

**Best courses:**
- 340 Video Editing
- 345 Electronic Field Production
- 433 Advanced Video Editing
- 435 Documentary Video Production
- 440 Advanced Electronic Media Production
- 544 Corporate Multimedia Production

**Organizational and Instructional Media**

*Writing, editing, directing, on-camera hosting, videography, animation, management*

Assist organizations to communicate scientific and technical information to customers, employees, professionals, and media through websites, customer support centers, trade and professional media, publications, and technical reports.

Additional recommendations: double major or minor in specialized subject, IS&T minor, Environmental Affairs certificate, JTC 361, JTC 370, JTC 371, JTC 372, JTC 470, SPCM 200

**Best courses:**
- 417 Information Graphics
- 419 Food and Natural Resources Communication
- 461 Writing About Science, Health, and Environment
- 465 Specialized and Technical Editing
- 470 Transmedia Storytelling
- 544 Corporate Multimedia Production

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