



STUDENT SERVICES

HIGHLIGHTS

- Students are generously supported by student aid from the School. In 2013-14, more than \$1,000,000 went to undergraduate and M.A. students in scholarships and fellowships.
- Students have access to high quality academic and career advising before, during and after their time in the School. The School works hard to ensure that students succeed academically at UNC-CH and in their careers after graduation.
- Students can join more than 40 societies, publication staffs and organizations in the School and at UNC-CH to gain practical experience and networking opportunities to complement their in-class studies.
- Numerous School classes cooperate with nationally prominent clients and give students opportunities to produce professional-quality, award-winning work.

Above: Catherine Fitzgerald and Professor Pat Davison photograph a marine iguana during a trip to the Galapagos Islands that was part of JOMC 584, "Documentary Multimedia Storytelling." The iguana was one of the stars of the Living Galapagos project, <http://livinggalapagos.org/>

Introduction

Challenging, supporting and mentoring students are central to the culture of the School. Students talk about the fact that faculty members in the School know them by name and that few professors outside the School know their aspirations, career objectives and personalities. Student advising, combined with faculty mentoring, keeps students on track to be graduated.

The forward-thinking leaders of the School in the past created a strong School of Journalism and Mass Communication Foundation that provides financial support that makes the difference in many students' college careers. Each year more than \$200,000 in awards and scholarships is given to undergraduates. The Triad Foundation's Park Fellowships, now in their 17th year, provide full financial support for most of the School's residential M.A. and Ph.D. students.

The School's array of extracurricular societies and projects offer real-world immersion experiences in the media. These opportunities have deepened student learning and given many graduates a leg up in the job market.

Opportunities through the School's Career Services office remain strong. But with the changing media environment, we are aware that one full-time professional cannot keep on top of the job market and serve all our students at the level expected. This is an area that we hope to strengthen in the School's coming development campaign. The support of our alumni for the School's fall and spring student networking trips brings a level of engagement that students greatly benefit from.

1. Complete and attach Table 10, "Student Aid"

The tables showing the amount of student aid for undergraduate and graduate students are found on the following page.

Please note:

- The UNC-CH Office of Scholarship and Student Aid uses the term "**scholarship**" to include both merit-based and need-based aid. For undergraduate scholarships from the institution, the first figures are for merit-based aid; the second figures (after the slash marks) are for need-based aid.
- The number of undergraduate students who hold **assistantships and work study appointments** in the School represents all majors.
- The reduction in 2013-14 payouts is explained in "Student Aid Controlled by the Unit in 2014-15," which follows the table.
- In 2012-13, the total funding awarded to graduate students through the prestigious Park Fellowships was \$676,296.98 for M.A. students and \$788,971.86 for Ph.D. students.
- In 2013-14, the total funding awarded to graduate students through the prestigious Park Fellowships was \$740,726.79 for M.A. students and \$806,402.20 for Ph.D. students.

Table 10: Student Aid

Undergraduate Students

Scholarships	For Academic Year 2013-14	For Academic Year 2014-15
Total amount of scholarship dollars from funds controlled by the institution	\$366,218.50/ \$2,159,936.50	\$388,870/ \$2,409,328.50
Number of students receiving scholarships from funds controlled by the institution	81/237	91/223
Median individual scholarship from funds controlled by institution	\$2,911.50/ \$5,802	\$2,500/ \$8,052
Total amount of scholarship dollars from funds controlled by the unit	\$310,300	\$233,800
Number of students receiving scholarships from funds controlled by the unit	86	86
Median individual scholarship from funds controlled by the unit	\$2,000	\$1,000
Assistantships or work-study appointments		
Number of students holding appointments	66	71
Range of stipends	\$7.50 - \$12.50 per hour	\$7.25 - \$11.50 per hour

Graduate Students

Scholarships	2012-13	2013-14
Total amount of scholarship dollars from funds controlled by the institution	0	0
Number of students receiving scholarships from funds controlled by the institution	0	0
Median individual scholarship from funds controlled by institution	0	0
Total amount of scholarship dollars from funds controlled by the unit	\$16,500	\$38,568
Number of students receiving scholarships from funds controlled by the unit	16	27
Median individual scholarship from funds controlled by the unit	\$2,000	\$2,000
Assistantships		
Number of students holding appointments	26 M.A./ 21 Ph.D.	24 M.A./ 20 Ph.D.
Range of stipends	\$14,000 (M.A.) - \$20,500 (Ph.D.) with tuition payment of between \$6,288.50 and \$25,384	\$14,000 (M.A.) - \$20,500 (Ph.D.) with tuition payment of between \$7,368.50 and \$25,384

Student Aid Controlled by the Unit in 2014-15

In fall 2013, the School conducted a review of the funding sources and the terms of the gift agreements for each of its many scholarships and awards. To ensure the long-term health of the scholarship program, scholarships and awards for 2014-15 were adjusted as necessary to bring them into alignment with the available balances in the expendable-income accounts.

For more than half of the awards, it was determined that funds were insufficient to award the scholarships at the level of the prior year. This was largely due to decreased distributions from the endowments since 2008, which had not been fully realized in the School. But through this new School review, it was also determined that some of the funds could support increased award levels, and those scholarships and awards were adjusted accordingly as well.

An article in the university's student newspaper in May 2014 reported that the scholarship and award amounts had decreased by more than half, which was not accurate. Many did go down, of course. Overall, the School's scholarship program remains robust. More than \$140,000 was awarded to undergraduate students and \$48,000 to graduate students for the 2014-15 year. (These figures do not include the Park and other fellowships that go to more than 20 master's students as well as more than 20 Ph.D. students each year.) It is anticipated that the necessary decreases were one-year corrections. The scholarship and award program is poised to grow in 2015-16.

2. Describe the academic advising process for ensuring that students are aware of unit and institutional requirements for graduation and receive career and academic advising. Attach advising guides, manuals, newsletters or other internal communication with students.

Advising in the General College

All entering first-year students at UNC-CH attend a two-day orientation program in the summer before they begin classes. Among the topics at orientation are registering for courses, advising and information on majors.

School pre-majors, along with all other first-year students, are first admitted to the General College (the first two years at UNC-CH for all students.) Students receive additional advising each semester about meeting graduation requirements of the university, counseling in their intended field of study, and progress toward graduation. The university's academic advising teams in the College of Arts and Sciences advise General College students as well as Arts and Sciences majors. Students in our School who want to do a second major must get approval from the senior associate dean for undergraduate studies in the School and then get approval from an academic adviser to ensure that all requirements can be completed in eight semesters.

The advisers counsel students about special School requirements, such as the 3.1 minimum grade-point average (GPA) requirement for entrance into the School, and help them plan schedules that fulfill other requirements.

University advisers are available to first-year students and sophomores every weekday. Advisers respond to emailed questions from students and have office hours for appointments and walk-in traffic. Information about courses and requirements is readily available through the Arts and Sciences and General College website, <http://advising.unc.edu>. These resources provide first-year and sophomore pre-majors with ample opportunity for advising throughout each semester.

Advising in the School

Students officially declare their major at UNC-CH by the beginning of the fourth semester, and those who meet the School's entrance requirement of a 3.1 GPA are admitted. The **School's Student Records Office** is vital for all our majors. Student records staff members act as the primary advisers for all students, and they are available from 8 a.m. to 5 p.m. each weekday. They operate on a first-come, first-

served basis. The professional student records staff members know all the ins and outs of registration and requirements. Faculty members generally advise on careers and internships with counsel on specific courses and the like.

The student records staff relies on the School's own student worksheet. The university had moved several years ago to an online Analysis of Academic Progress (AAP) system, in which students could check their progress toward graduation. The system, however, allowed too many inaccuracies, even though students relied on AAP as the final word. (A disclaimer on the website told students of potential errors, but the disclaimer did little good.)

The School worksheet was updated in fall 2014. It lists all university and School requirements and shows students their progress toward graduation. These worksheets are going online in the next year as the university expands its ConnectCarolina system.

The worksheets move with the students' records when students are admitted into the School. **Sharon Jones**, director of Student Records and Assessment, and two assistants – **Marla Barnes** and **Tricia Robinson** – update student worksheets each semester, providing close tracking of each student's progress. Students may get a photocopy of their worksheets any time they wish.

Jones has been in the School since 1983, Ms. Barnes since 2007, and Ms. Robinson since 2011. They are well-known to virtually all students and are praised for their helpfulness and concern. They are professional advisers and are exceedingly well-liked, according to the School's senior survey.

In March and October, students preregister for courses they plan to take the following semester. In March, students also register for Summer School classes. Students register on dates determined by their class standing, with seniors going first and juniors second. Students register online and see advisers as needed. They request specific courses and sections and are told immediately if they have been enrolled in their choices. The university does not allow students to enroll for more than 17 credit hours per semester (8 during a summer session) or fewer than 12. The School's senior associate dean for undergraduate studies can make exceptions. The registrar's office sends bills for tuition and fees and cancels the registration of students who do not pay the bill by a deadline.

Advisers counsel students about unfulfilled requirements and ask about their plans to complete the requirements: 120 credit hours for graduation, including 72 hours outside the School and at least 65 in the College of Arts and Sciences; a 2.0 GPA overall and 2.0 GPA in journalism and mass communication; and a minimum score of 70 percent on the School's grammar and word-usage examination. The School asks students to fill out an

application for graduation in the semester before graduation so Student Records staff members can check that graduation requirements will be met. If there is a deficiency, students can take courses needed in the final semester. Occasionally, students are not allowed to be graduated because they haven't met certain requirements, such as passing the School's grammar and word-usage exam. If students are short credit hours, they can meet the requirements by taking a course in Summer School.

The School's **senior associate dean for undergraduate studies** plays a key role in advising. He serves as a resource for students with unusual problems and is the person who can make exceptions. He conducts an orientation session for students transferring from General College to the School a week or so before registration week each spring. He also conducts similar sessions during transfer orientation as part of the university's orientation program. Those general information sessions are in addition to individual meetings with General College and School advisers and give students an overview of School requirements. Among other things, students are told at those sessions that they are ultimately responsible for fulfilling all graduation requirements.

In the professional master's program, the director of the program takes the lead in advising, supported by graduate faculty members who have students as advisees.

Our goal is to make it possible for students to be graduated on time. The university's Board of Trustees has adopted principles to have students graduate in eight semesters because of enrollment pressures. We believe we have instituted procedures and checks to ensure that students do so. It is rare for one of our students to be denied graduation for failure to meet requirements. Students laud the quality of advising they receive in the School.

Communication

In addition to face-to-face orientation sessions, students are notified through the **School's weekly email newsletter** and in **special emails** about registration deadlines and requirements. These emails begin several weeks before registration. Notices are posted on the **School's website**. The registration site there includes the **School's academic guide**, which is updated annually.

Copies of advising procedures and forms used by students and faculty are attached at the end of this Standard (Supplemental A-D):

- Worksheets for the nine undergraduate sequences.
- Schedule of classes for fall 2014.
- Special topics registration information for fall 2014.
- "Academic Procedures and Undergraduate Advising" information from the 2014-15 *Undergraduate Bulletin*.

3. Describe availability and accessibility of faculty to students.

Faculty members are asked to hold regular, weekly office hours and to post those hours on their office doors and in their class syllabi. Each faculty member has an office in which he or she can meet with students.

At the orientation meeting for adjunct faculty members that is held each semester, they are advised to hold regular hours when they are available to students. A shared adjunct office and meeting areas around the building are made available to adjuncts for these meetings.

Faculty members and adjuncts are available by email and telephone and are usually available to meet with students at a mutually convenient time outside of regular office hours.

4. Describe student records kept in the unit office and measures taken to assure appropriate security and confidentiality.

Undergraduate student records are kept in two places: online in the university-controlled ConnectCarolina system and in paper files in the School's student records area (Carroll 154.) For the residential M.A. program, records are in the graduate student services office (Carroll 347.) For the online MATC program, records are in that office (Carroll 363.)

All student-record folders are kept in locked filing cabinets with only a few individuals having keys. Sharon Jones, Marla Barnes and Tricia Robinson have keys for the undergraduate records. Cindy Morton, the graduate program manager, has keys for the residential graduate student files, and Rachel Lillis, director of the MATC program, has keys for the MATC records. The files are locked at the end of each business day and are kept in offices that are then also locked. Faculty members and the deans have to ask student records staff members for access to the records.

When advisers meet with students, other student records are kept off their desks and closed to prevent any student's ability to view another student's file.

Student records for graduated students are kept in locked file cabinets for five years and then transferred to secure university archives.

Only staff members who have completed student information computer training can access records in ConnectCarolina. ConnectCarolina access is password-protected.

No one, including parents, can see a student's record without the student's permission.

The university uses a PID (Personal Identification) number to identify each student. No personal student information is ever published with any identifying data. No students are identified using a Social Security number.

A shredder is kept in the Student Records area for any duplicate or unneeded paperwork. Any sensitive paperwork that is no longer needed is stored securely and then given to a dedicated university department to be shredded.

5. Describe resources for academic and career counseling that the unit or institution offers to students.

Academic counseling is covered in item 2 of this Standard.

The School has a full-time career services director, **Jay Eubank**, who joined the staff in January 1996. The **School's Career Services Office** primarily serves current students and offers services that include counseling about sequence choices, résumé and cover letter critiques, internship and job listings, and helping students develop strategies on finding internships and first jobs.

Since its last accreditation visit, the Career Services Office has started using Careerolina software that allows students to sign up for meetings with Eubank and sign up for interviews with prospective employers. The Career Services Office also manages JOMC 393, a 1-credit course for internships.

The School's Career Services Office is located conveniently on the first floor in Carroll 162. It was moved from the basement floor after our last accreditation study to make it more accessible to students. A nine-year newspaper veteran, Eubank interacts with newspapers, advertising and public relations agencies, television and radio stations, and other communication outlets throughout the year to strengthen the School's ties with current and future employers of School graduates. Communication companies frequently contact the Career Services Office with job and internship leads. Those leads are sent to more than 1,000 students and recent graduates on an email list and posted to UNC-CH's campus-wide internship and jobs database. Eubank also uses Twitter (nearly 3,000 followers) to inform students about opportunities. Employers can also ask the Career Services Office to collect resumes for internships or job openings. Further career guidance and other helpful information is available on the Career Services website, at <http://jomc.unc.edu/careerservices>

On-campus interviewers regularly include employers such as Bloomberg, Dow Jones, Gannett, Ogilvy,

“Tampa Bay Times,” MSL Worldwide, August Jackson and Ketchum.

Individual faculty members play an important role in placement. They consult and work with Eubank. Many of the School’s faculty members have long-standing professional ties and gladly pass along job openings and other pertinent information. Examples include John Sweeney in advertising; Pat Davison and Laura Ruel in visual communication; Charlie Tuggle and Jim Hefner in electronic communication; Dulcie Straughan and Lois Boynton in public relations; and Andy Bechtel, Chris Roush and Ryan Thornburg in news-editorial. Others participate as well.

The Career Services Office sponsors several special programs that give students insight into industry. In conjunction with the School’s Journalism Alumni and Friends Association, the Career Services Office organizes fall- and spring-break networking trips to major media markets. In 2013-14, Eubank accompanied students to New York City in the fall and San Francisco-Silicon Valley in the spring for informal meetings with alumni in their workplaces. Among employers visited were Google, EA, FleishmanHillard, Ketchum, BBDO, BuzzFeed and Conde Nast.

But with the changing media environment, we are aware that one full-time professional cannot keep on top of the job market and serve all our students at the level expected. This is an area that we hope to strengthen in the coming development campaign.

In addition, the Career Services Office collaborates with the J-School Ambassadors to conduct an internship fair in the fall and a mock interview day in the spring. Alumni generously donate their time during each of these events to share advice with students.

The **university career services office** assists students with career advising, internships, job-seeking skills, résumé writing, on-campus interviewing opportunities and other related areas. It provides testing and counseling to help students identify their interests, skills and values and to make career decisions. School students may use university services in addition to the School’s own.

6. Describe the unit’s methods and procedures to keep students informed about its activities, requirements and policies.

The School uses a variety of methods to ensure that students are aware of everything that is happening in the School and of requirements related to their academic progress.

The **School’s website** was redesigned early in 2014, creating a site in which it is easier to find academic, career, contact and event information. Many of the changes made to the website were in response to research and designs created for the fall 2013 class of JOMC 491, “Digital Marketing and Advertising,” in which students created marketing and communication plans for the School.

As well as the website, the School uses **Twitter** and **Facebook** to keep students abreast of upcoming events, deadlines and program opportunities. The School’s primary Twitter feed, @UNCJschool, is complemented by program-specific accounts such as @UNCJCareers and @JOMC_Global.

Electronic signage at all entrances to Carroll Hall is regularly updated with revolving slides containing information about upcoming lectures and discussions, visitors to the School, programs of interest to students, deadline information about registration or graduation and so on. Pictures and videos of recent happenings in the School are featured.

During the academic year, students receive a weekly email, **JOMC News**, with all upcoming deadlines, notices about academic policies students should be aware of, details of guest speakers or events happening in the School and other opportunities. Throughout the year, students also receive emails from academic advising staff members alerting them about deadlines relating to their classes, graduation, registration, etc.

Academic advisers review student records in the year before they are due to graduate. Advisers email students individually, detailing any requirements or issues they need to address in the coming semester to ensure they can be graduated on time.

When students enter the School, they are informed of all the services available to them at welcome meetings for new students in the School and informal information sessions arranged by the J-School Ambassadors. A special information session for transfer students is also held.

The School also publishes the “**Carolina Communicator**” **newsletter** that is mailed to alumni and is available throughout the School.

In advance of special School events, posters are put up throughout the School and faculty members are asked to make class announcements.

Whether students prefer to get information in person, on paper, via social media or by email, the School has a communication plan to ensure that students stay up to date.

7. Describe student media, student professional organizations or other extra-curricular activities and opportunities provided by the unit or the institution that are relevant to the curriculum and develop students' professional and intellectual abilities and interests.

Students are encouraged to join any number of student groups in the School and the university. Many of these are sequence-specific. Some recruit students from across the specializations. These groups either give students a practical outlet for their work (magazine, website, etc.) or are organizations that bring in speakers, sponsor events or promote networking.

Organizations in the School

Ad Club

The Ad Club is an academic chapter affiliated with the American Advertising Federation (AAF.) Regular meetings are held with national and local advertising professionals as guest speakers. The club participates in the AAF National Student Advertising Competition. The 2014 team garnered a first-place finish in the regional competition and advanced to the national competition in Boca Raton, Fla. The team earned sixth place and gained valuable experience for future competitions. Associate Professor Joe Bob Hester advises the advertising teams.

Carolina Association of Black Journalists

CABJ is open to any student in at UNC-CH. Its primary purpose is to support and encourage journalism careers for minority students and to sensitize media coverage and practices toward minorities. It is affiliated with the National Association of Black Journalists (NABJ.) The chapter coordinates attendance at NABJ national conventions and assists in diversity recruitment to the university. The chapter won NABJ's Student Chapter of the Year award in 2001, 2002 and 2007 and was a finalist for the award in 2005 and 2012. Professor Jan Yopp and Assistant

Professor Trevy McDonald are active in CABJ programs.

CAFME

The Carolina Association of Future Magazine Editors is referred to as UNC-CH's magazine club. CAFME sponsors guest speakers at meetings and plans various events to help students break into the magazine industry through internships and jobs. It takes various trips such as an annual trip to PACE Communications (Greensboro, NC) and puts on an annual networking night in the spring with the help of the School. Associate Professor Barbara Friedman is faculty adviser for the chapter, which has about 70 student members.

"Carolina Connection"

This is the radio newsmagazine produced by School students, who are responsible for all aspects of the program's production. They report, write, produce and anchor each week's program. They also perform all of the technical tasks, such as recording interviews, mixing audio and engineering the weekly live half-hour broadcast. "Carolina Connection" is heard Saturday mornings at 8:30 on WCHL 97.9 FM and 1360 AM, Chapel Hill's news-talk radio station. Selected stories are broadcast statewide on the North Carolina News Network, a group of more than 70 radio stations. Student-produced stories also have aired nationwide on National Public Radio's "All Things Considered" and American Public Media's "The Story with Dick Gordon." Adjunct faculty member Adam Hochberg works with students on this program.

"Carolina Week"

This is the School's weekly, 30-minute live television newscast produced by students. The program allows students to gain strong, hands-on experience in broadcast journalism. "Carolina Week" has won numerous state, regional and national awards. Reporters cover university, community and state news. Each half-hour TV newscast includes news, weather and sports segments. Professor Charlie Tuggle and Professor of the Practice Jim Hefner have been the main faculty members working with this program in recent years.

"Carrboro Commons"

This is a community website for Carrboro, NC, produced by UNC-CH students with School faculty advisers.

Durham "VOICE"

The journalism programs at UNC-CH and NC Central University have partnered with Durham civic and church leaders, volunteers and residents to launch the Northeast Central Durham Community "VOICE," a community news publication serving Northeast Central Durham. The "VOICE" comes out in print, and stories are posted online at <http://www.durhamvoice.org/> with neighborhood news, information, photos, videos and

features provided by UNC-CH and NCCU journalism students and local teens mentored by students and faculty. Senior Lecturer Jock Lauterer is the faculty member in charge of this venture.

Heelprint Communications

Heelprint Communications, founded in 2009, is a student agency that gives School students a dynamic outlet to explore advertising, marketing and public relations while providing valuable hands-on experience. Clients include the U.S. Department of State. Lecturer Valerie Fields is the faculty adviser to Heelprint.

J-School Ambassadors

J-School Ambassadors was created in 2012 as a student initiative to help current, future and former School students navigate and succeed in the School and beyond. The Ambassadors conduct information sessions, hold welcome receptions for new students, head an annual Senior Legacy fund-raising drive and lead tours of the School.

Radio Latijam

Radio Latijam is a Spanish-language program produced by, and catering to, Latino youth. It provides a means for Latina and Latino teens to play their music, voice their opinions, learn about topics that concern them and inform other teens. UNC-CH students mentor the students who produce Radio Latijam and gain experience putting together a live radio show aimed at Latino society. School students participate. Professor Lucila Vargas has overseen this program.

National Press Photographers Association

The National Press Photographers Association (NPPA) is the nation's largest trade organization for photojournalists. The UNC-CH student chapter helps organize PhotoNight, a monthly speaker series, and "37th Frame," an annual exhibition of photographs produced by the School's visual communication students. The NPPA student group also helps organize workshops and portfolio reviews. Professor Pat Davison leads this group.

Online News Association

The Online News Association (ONA) is the School's chapter of the overall ONA organization. The group holds campus events and help sessions, sponsors speakers and takes a group on a networking trip in the spring. Professor Steven King oversees ONA activities.

Powering A Nation

A project launched as part of the *Carnegie Knight Initiative on the Future of Journalism Education*, Powering A Nation gives students the chance to devote a summer to

investigating the political, economic and scientific tensions behind U.S. energy through advanced reporting, (<http://www.poweringanation.org/>.) Professor Laura Ruel and Assistant Professor Chad Stevens are the faculty members leading this continuing News21 project.

Public Relations Student Society of America

The Public Relations Student Society of America (PRSSA) is affiliated with the Public Relations Society of America (PRSA), the world's largest organization of public relations professionals. Students interact with local professionals at monthly meetings and at meetings of the PRSA chapter in Raleigh. Students also attend the annual daylong professional-development conference sponsored by North Carolina's three PRSA chapters and other professional associations. Lecturer Valerie Fields is the faculty adviser to PRSSA.

Reese News Lab

The Reese News Lab is an experimental media and research project based in the School. It focuses on developing and testing new ideas for the media industry in the form of a "pre-startup." Students research ideas for media products by answering three questions: Can it be done? Does anyone actually need this? And most importantly, could it make money? To answer these questions, students create prototypes, interview and survey potential customers, and develop business strategies for their products. Students document their recommendations on whether they believe a product will work and then present their ideas to the public. John Clark is the faculty member who runs the Lab.

Roote

Roote began as an idea formed by the university's Kenan-Flagler Business School and our School. While the business school came up with a model for an entirely student-run store focused on organic, sustainable and natural living, our School fleshed out the feel and look of the store and brand. With a founding sponsorship by Burt's Bees, Roote was created around the idea of living life for the greater good. After two semesters of work by more than 50 students, Roote opened its first store at 149 E. Franklin St. in Chapel Hill. Professor of the Practice Dana McMahan leads this project.

Society for News Design

The student chapter of the Society for News Design (SND) was organized to provide students with greater exposure to graphic design and a direct link with professional publication designers. The chapter sponsors workshops, seminars and portfolio reviews; takes field trips; brings in visiting professionals; and holds social events. Associate Professor Terence Oliver oversees SND activities.

Society of Professional Journalists

The campus chapter of the national Society of Professional Journalists meets monthly for sessions with professionals and other specialized programs. Student membership may be transferred to professional chapters upon graduation. Each year the School's chapter sponsors a seminar on how to apply for a job. The student chapter is associated with professional chapters on regional and national levels, and students are encouraged to attend annual meetings at both levels. Associate Professor Paul Cuadros is the adviser.

“Sports Xtra”

“Sports Xtra” is the School's weekly, 30-minute live television show that focuses on sports news at UNC-CH and the local area. Students are responsible for all of the pieces aired as well as production of the show. Supervised by a management team of professors and graduate students with professional broadcast experience, students shoot, write and edit their own stories.

“Synapse”

“Synapse” is a student-founded and student-run digital magazine at UNC-CH. It runs long-form enterprise and investigative journalism about the community. By removing themselves from the daily news cycle, staff members are able to focus on producing long-form stories, interactive graphics, photos and videos. The goal is for the content to be thought-provoking and foster conversation about issues, people and events that matter to the UNC-CH community. Professor Chris Roush is the faculty adviser.

Upstream

Students in the Interdisciplinary Health Communication (IHC) program at UNC-CH manage the Upstream blog. The goal of Upstream is to encourage dialogue and debate on health communication. Senior Lecturer Joan Cates oversees Upstream.

School Classes That Give Students Opportunities to Create Work

A number of classes the School offers include opportunities for students to create material, often for professional clients, that develops their professional skills and abilities. Classes include:

JOMC 377, “Sports Communication,” and JOMC 476, “Ethical Issues and Sports Communication”

Students complete an assignment for a major sports organization. The assignment is agreed upon by the organization and the professor before the semester to ensure that the work will have real, practical use for

the organization. The client visits the School to hear presentations from students and to give direct critique on projects. Clients are prominent and have included:

- Orange Bowl; Ana Hernandez Ocha, director of marketing.
- United States Golf Association; Katie Bynum, head of sponsorships.
- Miami Marlins; Sean Flynn, director of marketing.
- Miami Marathon; David Scott, race director.
- Miami Heat; Kim Stone, executive vice president of arena management.
- United States Anti-Doping Agency; Travis Tygart, CEO.
- Miami Dolphins; George Martinez, director of marketing.
- International Game Fishing Association; Mike Merritt, COO.

JOMC 473, “Advertising Campaigns”

An example of recent work in this class is a project in conjunction with the FOX Sports University initiative. Students in these classes created advertising campaigns that can be implemented by FOX Sports in their telecasts.

JOMC 456, “Magazine Writing and Editing,” and JOMC 483, “Magazine Design”

Each semester students in these classes work together to produce a full-length magazine for both print and iPad. Students have to think of an idea for a magazine and then research, write, edit and design the product in one semester. Students also have to create a fully interactive iPad version of the magazine from scratch.

JOMC 562, “Science Documentary Television”

As an example of recent work in this class, students created three documentaries focusing on issues affecting North Carolina's state parks that were shown on UNC-TV as part of its *North Carolina Now* series. UNC-TV is the local PBS affiliate.

JOMC 584, “Documentary Multimedia Storytelling”

This class is designed as an intensive, immersive project-production class that focuses on a particular region of the state or a city around the world. In the spring semester, students focus on an international location for the project. During Summer School, the class is titled the “Carolina Photojournalism Workshop” (CPJW) and focuses on a region of North Carolina. Students research issues of the region and find people to feature in short video profiles. Students also create written and graphical resources to give context to the stories and then design and build a website to host the stories. The works have won many important awards. Previous projects include:

- *Edge of the Sound*, 2014: <http://carolinaphotojournalism.org/cpiw/2014/>
- *Heart of the High Country*, 2013: <http://carolinaphotojournalism.org/cpiw/2013/>
- *Living Galapagos*, 2012 and 2013: <http://livinggalapagos.org/>
- *Reframing Mexico*, 2011: <http://reframingmexico.org/en/>

Publications and Organizations at UNC-CH

Like many universities, UNC-CH has scores of publications, newsletters, blogs and organizations in the communication field. Here are some of the main ones:

“Black Ink”

“Black Ink” is the official publication of the Black Student Movement (BSM) at UNC-CH. It was founded in 1969 as a newspaper. Now it is in magazine format. It was created to be the black voice on campus. It continues to serve as an outlet for African-American students to present their opinions, thoughts and ideas. But the publication focuses on local, national and international issues that affect many students in general.

“Blue & White Magazine”

“Blue & White Magazine” was established in 1998 as a media outlet and community resource to focus on important university issues. Students from any major may work on it. Today the staff is comprised of more than 80 students who run material about campus personalities, current issues, historical patterns and trends. Two media products are involved: “Blue & White Magazine” and “Blue & White Online.”

“The Daily Tar Heel”

“The Daily Tar Heel” has been publishing continuously since 1893. In 1989, it incorporated as a 501(c)(3) nonprofit corporation separate from the university. It stopped taking student activity fees in 1993 and is solely funded by advertising revenue, making it both fiscally and editorially independent. The paper moved off campus to downtown Chapel Hill in summer 2010. The student journalists are solely responsible for all content under the direction of the student editor-in-chief. The paper circulates 18,000 free copies each publishing day during the regular academic year to 205 distribution locations throughout the campus, Chapel Hill, Carrboro, Durham and Chatham County, making it the largest community newspaper in the area with an estimated readership of more than 38,000. Students in the School have served as top editors, writers and other staff members throughout its history.

“Resound” Magazine

The mission statement of this small UNC-CH publication is “to produce an online magazine devoted to connecting college students, musicians and venues in order to create mutually beneficial relationships and invigorate campus cultures.”

“SCOPE”

“SCOPE” is a student-produced magazine that focuses on style and trends on the UNC-CH campus and in Chapel Hill.

“The Siren”

“The Siren” is a student-produced publication at UNC-CH that promotes a feminist perspective on issues surrounding gender, identity, sexuality and human rights.

STV

Founded in 1983, UNC Student Television (STV) broadcasts original, student-produced shows on a local cable channel. Students serve as hosts for talk shows and sports shows as well as many other genres.

UNC Creative

UNC Creative is a unit on the campus that provides a range of professional print and web design services for departments and schools. Many students from the School intern there to gain first-hand design and editing experience.

“Uncharted” Magazine

This is a small online magazine and blog covering arts at UNC-CH and in the community.

UNC News Services

This is a large university entity that manages all official university communications and news releases and maintains relations with outside media groups. Students from the School often intern there to gain writing, multimedia and media relations skills. Many of the full-time professional staff members majored in the School. News Services has been a mainstay for School interns for many years. Our students also work for the UNC Athletic Department doing social media and graphic design.

WXYC

This is an FM-band, student-run radio station based at UNC-CH that broadcasts music and talk shows 24 hours a day. School students frequently work at the station.

8. Provide the web link where the unit shares its most recent retention and graduation data with the public. Discuss retention and graduation statistics at the accredited unit level and the processes in place to collect, maintain and analyze such data.

<http://dashboard.jomc.unc.edu/jomc-info>

The School receives retention and graduation data annually from the UNC-CH Office of Institutional Research. That data are analyzed by the senior associate dean for undergraduate studies in conjunction with the School's student records staff.

9. Describe the unit's (and, where applicable, campus-wide) policy on academic good standing and dismissal for poor scholarship, including the grade-point average required to remain in the program.

The School follows the university's policies on academic standing. The School does not dismiss students; the university makes that decision if students have not met GPA or credit-hour requirements. All students, regardless of when they were first accepted at the university, are subject to the same academic eligibility standards. According to the 2013-14 *Undergraduate Bulletin* of UNC-CH:

The requirements for ordinary Good Standing are as follows. A 2.0 cumulative UNC-Chapel Hill grade-point average and the following number of credit hours passed:

- 9 academic hours to enter a second semester
- 24 academic hours to enter a third semester
- 36 academic hours to enter a fourth semester
- 51 academic hours to enter a fifth semester
- 63 academic hours to enter a sixth semester
- 78 academic hours to enter a seventh semester
- 93 academic hours to enter a eighth semester
- Special permission of the dean to enter a ninth semester

A student who falls short of these standards will be considered in "good standing-on probation" for one semester provided he or she passed at least 9 credit hours of graded coursework in the preceding semester and was not already on probation. Probation is considered good standing.

Students who do not qualify for automatic probation or who do not meet cumulative eligibility standards after a probationary term are academically ineligible and may not enroll in a spring or fall term.

Students who have been declared academically ineligible, have withdrawn from the university, or do not enroll in one or more fall or spring semesters, must apply for readmission. Students must meet the requirements to be in good standing, noted above, to be considered for admittance.

When students are academically ineligible, they can boost their GPA or add hours through UNC-CH Summer School or Carolina Courses Online that are offered through the Friday Center for Continuing Education. The School's senior associate dean for undergraduate studies can waive ineligibility with good reason and does so in rare instances. School advisers meet with students who are in academic jeopardy to help develop a plan to stay in the university.

The School has a GPA requirement of 3.1 to be admitted. There is no GPA requirement once students have entered the School beyond the university minimum GPA of 2.0 to continue the following year or to be graduated.

10. Describe the unit's placement operation for assistance in students' searches for employment. List placement statistics for the three most recent years (before the self-study year) for which accurate information is available.

Each fall since 2011, the School has conducted a survey of undergraduates who completed the degree the previous spring. This is an unscientific survey emailed to alumni through Survey Monkey.

Graduates report impressive results less than six months after graduation:

6-Month Post-Graduation Employment Survey Results

	2011	2012	2013
Permanent position	60%	72%	60%
Temporary position	12%	12%	12%
Internship	14%	10%	17%
Other	14%	6%	11%

New graduates reported jobs and internships with employers such as Leo Burnett, Mullen, the U.S. House of Representatives, Ogilvy & Mather, the Richards

Group, FleishmanHillard, Gibbs & Soell, “Atlanta Journal-Constitution,” Ketchum, Ralph Lauren, Fox Sports 1, Cisco, Google and Capstrat (a prestigious public relations and public affairs agency in Raleigh.) New York, Washington, D.C., and North Carolina are the top locales.

For complete survey results, please see the appendices to the self-study available in the team’s workroom.

11. Describe the unit’s operation, if any, for assistance to alumni in later employment searches.

The School’s Career Services Office primarily works with current undergraduate and M.A. students. The office posts job openings ranging from entry-level to those requiring experience, via an email listserv, which reaches 840 recipients.

Alumni are also encouraged to use services of the career coach employed by the UNC-CH General Alumni Association.

In 2011, Associate Professor Andy Bechtel and the School’s Professional Education program organized a one-day seminar, *Life After -30-: How to Recast Your Journalism Career and Reinvent Yourself*. It was designed for School alumni who faced layoffs, buyouts or burnouts due to sweeping changes in the media profession. With expert advice from journalists who had found new careers and from job coaches and career counselors, it highlighted transferable skills of gathering and sorting information, writing and editing that could be used in other careers.

12. Describe the unit’s process for evaluating its advising and counseling services. Include measurements of the accuracy of academic advising, student and faculty opinion of the quality of advising, or other indices of the effectiveness of advising. Discuss the results of these assessments.

The School evaluates advising and counseling services each year as part of the Senior Survey that is sent out via email to all graduating students in the latter part of the spring semester.

In the survey for the class of 2014, 94 percent of

students reported that they had used academic advisers in the School. Overall, students gave the advising team a grade of 4.49 out of 5. This is the same grade as in the 2013 survey and an improvement on the grade of 4.30 in the 2012 survey.

By our graduation and retention statistics, it is clear that our advising staff members do an excellent job to ensure that students are graduated on time. But the School is dedicated to improving our advising services. We read and review all comments made in the Senior Survey and consider any feedback. We are constantly refining and improving our services and fully expect the grade given for academic advising in the Senior Survey to continue to rise. The 2013 and 2014 Senior Survey can be found in the appendices to the self-study in the team’s workroom.

13. Discuss retention and graduation rates in the master’s program, including the grade-point average required to remain in the program.

M.A. in Mass Communication (Residential)

Typically 20 to 25 new students enter the master’s program each year, and about 75 percent receive some type of funding. Most complete the program in two years, typically attending classes full-time in three consecutive semesters and completing the thesis, articles or project in the fourth semester. Some students take a semester off to work as interns and must stay longer than two years; others find that job offers, family obligations or health problems require them to take longer than two years to finish their degree. In addition, several M.A.-J.D. dual-degree students have entered that program since it began in 2008. The dual-degree program takes four years, and sometimes longer, to finish because of the simultaneous nature of completing two degrees. This somewhat changes the time-to-degree statistics of each class of students. (The UNC-CH Graduate School allows master’s students five years to complete the degree. Under extraordinary circumstances, extensions can be granted.)

The residential program has enjoyed a relatively high three-year completion rate over the past five years. The average three-year completion rate for cohorts entering the program August 2008 to August 2012 is 92 percent. More specifically:

- Of 25 students who enrolled in the program in August 2008, 22 were graduated by December 2011, for a **three-year completion rate of 88 percent**. Of the three students who did not receive their degree in three years, one student dropped out of the program in the first year,

another did not graduate until 2014 because of medical issues, and another failed out of the program in the second year.

- Of 24 students who enrolled in August 2009, 23 were graduated by December 2012 for a **three-year completion rate of 96 percent**. One student failed out of the program in the second year.
- Of 21 students who enrolled in August 2010, 17 were graduated by December 2013 for a **three-year completion rate of 81 percent**. Of the four students who did not receive their degree in three years, three left the program to accept lucrative industry jobs (including ESPN and “The New York Times”) and one was in the M.A.-J.D. dual-degree program and was graduated in May 2014.
- Of 13 students who enrolled in August 2011, all were graduated by December 2013 for a **three-year completion rate of 100 percent**.
- Of 19 students who enrolled in August 2012, 16 were graduated by May 2014 and two others were graduated in August 2014 for a **two-year completion rate of 95 percent**. The final student is in the M.A.-J.D. dual-degree program and is not expected to receive his degree until 2015.
- In addition, all 12 students admitted in the 2013 cohort are still enrolled and there are 23 students in the 2014 cohort.

Entry Year	Enrolled	Graduated in 2 Years	Graduated in 3 Years	Three-year completion
August 2008	25	19	3	88%
August 2009	24	21	2	96%
August 2010	21	16	1	81%
August 2011	13	13	0	100%
August 2012	19	18	0	95%

In sum, across the five recent residential master’s cohorts, just nine of 102 students failed to receive their degrees within three years. Three of these students left the program to accept industry positions; two students were enrolled in the M.A.-J.D. program, which typically takes four years to complete; two students failed out of the program in their second year; one student dropped out of the program for personal reasons; and the final student took six years to complete the program because of health issues.

Graduate-student grades in all graduate programs.

UNC-CH uses an unusual grading system for graduate students. The grading scale is High Pass (H), Pass (P), Low Pass (L) and Failure (F.) Quality points are not attached to these grades, so no grade-point average can be calculated. University rules provide that a student shall be ineligible to continue graduate studies if he or she receives an F in any course or 9 or more credits of L. For master’s students who take undergraduate-level competency courses (300-level or below), the School requires that they earn at least a B- for the course to be counted toward program requirements. All master’s students must earn at least a Pass (P) in JOMC 701 and JOMC 740, two core courses. A student who receives an L in one of those courses must take a comprehensive exam the following semester. If the student fails the exam, he or she is allowed to take the core course the following fall. Failure to earn at least a P on the second try results in dismissal from the program.

M.A. in Technology and Communication (Online)

The MATC program enrolled its first cohort of 20 students in fall 2011. As of May 2014, 15 students from the inaugural cohort have completed the program. Four additional students have successfully completed their coursework and final exams and continue work on their final project. Retention for this first class was 95 percent. One student withdrew at the end of the first semester because of increased work responsibilities.

Of the 20 students admitted into the fall 2012 cohort, two withdrew in the first semester because of increased work responsibilities. Two other students reduced their course loads because of increased work and personal responsibilities, and as a result, will take longer to finish their programs. Sixteen students have completed their coursework and final exams and are working on their final projects.

Of the 16 students admitted into the fall 2013 cohort, all are still enrolled. Thirteen students were admitted to the 2014 cohort.

**Supplemental Material:
Standard 6**

Supplemental 6-A: Academic Tracking Worksheets for the Nine Undergraduate Specializations

JOURNALISM AND MASS COMMUNICATION - ADVERTISING - BA (120 Hours)

NAME: _____	ID: _____	OPTIONAL (see 2 nd major and/or minor advisor): Major 2 : _____ or Minor 1: _____ or Minor 2: _____
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FOUNDATIONS

English Comp. and Rhetoric	Foreign Language* HSFL(s) _____	Quant. Reas. (QR)**	Lifetime Fitness (LFIT)
ENGL 105 _____	1. _____ 2. _____	3. _____ 4. _____	(1 hr.) _____

*Through level 3 unless placed into Level 4 of HSFL.

**STOR 151 is recommended.

(May only count 1)

APPROACHES

Phys. and Life Sciences (PL/PX)***	Social and Behavioral Sciences	Humanities/Fine Arts
	Hist. Analysis (HS): HIST 128 (NA) _____	Vis. & Perf. Arts (VP): _____
w/lab _____	Soc.Sci./Hist. Analysis (SS/HS): ECON 101 _____	Literary Arts (LA): _____
	Soc. Sci./Hist. Analysis (SS/HS): POLI 100(NA), 208 or 209 (QI) _____	Phil. Reasoning (PH): _____

***At least one with lab.

CONNECTIONS

Communication Int. (CI)	Quant. Int. (QI) or 2 nd Quant. Reas. (QR)	Experiential Ed. (EE)	Global Issues (GL)
(JOMC 153 _____)	(JOMC 279 (QI) _____)	(May be JOMC 393 ^(1 hr.))	(May be JOMC 446)
US Diversity (US)	North Atlantic World (NA)	World before 1750 (WB)	Beyond the NA (BN)
(May be JOMC 441)	(HIST 128 _____)		

MAJOR/MINOR/ELECTIVES

Journalism and Mass Communication AD/PR Curriculum * 39 hours for students entering University Fall 2013 or later 33 hours for students who entered University prior to Fall 2013 48 Hours Maximum		Outside Area (9hrs): _____ or Major 2: _____ or Minor 1: _____ or Minor 2: _____ (see 2 nd major and/or minor advisor)	Other Electives to reach 120 hours (At least 72 hours outside JOMC. Within those 72 hours, at least 65 must be in the College of Arts and Sciences.)	
JOMC Core Courses****	AD Core Specialization**** Choose FOUR from: 271, 272, 334, 471, 472, 473, 475, 671, 690 or 491 (when AD topic)			
JOMC 153 WRITING & REPORTING _____				
JOMC 141 PROF PROBS & ETHICS _____	1. JOMC _____			
JOMC 340 (153 prereq) INTRO MEDIA LAW _____	2. JOMC _____			
AD / PR Core Courses****	3. JOMC _____			
JOMC 137 PRINCIPLES OF AD & PR _____	4. JOMC _____			
JOMC 279 (137 prereq) AD-PR RESEARCH _____	Immersion: _____ (Choose 2 from the same immersion group below.)			
2 JOMC Electives (6 hours) *				
1. JOMC _____	1. JOMC _____			
2. JOMC _____	2. JOMC _____			
State & Local Government: POLI 101 _____				
IMMERSIONS (Choose 2 from the same immersion group.):			Usage & Grammar: (score of 70 or above)	
1. The Audience – 376, 445, 449, 463, 474, 475, 477 490 (when appropriate topic)				
2. Mass Communication Theory – 240, 445, 490 (when appropriate topic)				
3. History, Law & Regulation – 242, 342, 424, 428, 440, 448, 450, 458, 490 (when appropriate topic)				
4. Digital Media – 349, 440, 449, 463, 474, 477, 551, 552, 490 (when appropriate topic)				
5. Diversity – 342, 441, 442, 443, 446, 447, 490 (when appropriate topic)				
6. Political Communication – 244, 446, 447, 458, 475, 490 (when appropriate topic)				
7. Business & Entrepreneurship – 424, 450, 475, 551, 552, 490 (when appropriate topic)				
8. Sports Communication – 245 ^(1 hr.) , 376, 377, 455, 476, 490 (when appropriate topic)				
9. Honors – 691H, 692H				
****A grade of D in a JOMC Core course cannot be counted toward graduation, and the course must be repeated.			Hours Completed:	

SEPTEMBER 2014

JOURNALISM AND MASS COMMUNICATION – BROADCAST & ELECTRONIC JOURNALISM - BA (120 Hours)			
NAME:	PID:	OPTIONAL (see 2 nd major and/or minor advisor): Major 2: _____ or Minor 1: _____ or Minor 2: _____	
FOUNDATIONS			
English Comp. and Rhetoric	Foreign Language* HSFL(s) _____	Quant. Reas. (QR)**	Lifetime Fitness (LFIT)
ENGL 105 _____	1. _____ 2. _____	3. _____ 4. _____	(1 hr.) _____
*Through level 3 unless placed into Level 4 of HSFL.		**STOR 151 recommended.	(May only count 1)
APPROACHES			
Phys. and Life Sciences (PL/PX)***	Social and Behavioral Sciences	Humanities/Fine Arts	
	Hist. Analysis (HS): HIST 128 (NA) _____	Vis. & Perf. Arts (VP): _____	
w/lab _____	Soc.Sci./Hist. Analysis (SS/HS): ECON 101 _____	Literary Arts (LA): _____	
	Soc. Sci./Hist. Analysis (SS/HS): POLI 100(NA), 208 or 209(QI) _____	Phil. Reasoning (PH): _____	
***At least one with lab.			
CONNECTIONS			
Communication Int. (CI)	Quant. Int. (QI) or 2 nd Quant. Reas. (QR)	Experiential Ed. (EE)	Global Issues (GL)
(JOMC 153 _____)	(May be POLI 209(QI))	(May be JOMC 393 ^(1 hr.))	(May be JOMC 446)
US Diversity (US)	North Atlantic World (NA)	World before 1750 (WB)	Beyond the NA (BN)
(May be JOMC 441)	(HIST 128 _____)		
MAJOR/MINOR/ELECTIVES			
Journalism and Mass Communication Journalism Curriculum *39 hours for students entering University Fall 2013 or later 33 hours for students who entered University prior to Fall 2013 48 Hours Maximum		Outside Area (9hrs): _____ or Major 2 : _____ or Minor 1: _____ or Minor 2: _____ <i>(see 2nd major and/or minor advisor)</i>	Electives to reach 120 hours (At least 72 hours outside JOMC. Within those 72 hours, at least 65 must be in the College of Arts and Sciences.)
JOMC Core Courses****	Broadcast & Electronic Journalism Core Specialization****		
JOMC 153 WRITING & REPORTING _____	JOMC 252 AUDIO JOURN _____		
JOMC 141 PROF PROBS & ETHICS _____	JOMC 421 (252 prereq) TV RP & PRODUCING _____		
JOMC 340 (153 prereq) INTRO MEDIA LAW _____	JOMC 422 or 426 (252 prereq) PROD TV or PROD RADIO _____		
Journalism Core Courses**** (recommended to take together; 153 prereq)	Choose ONE from: 422, 423, 424, 425, 426, 427, 428, 429		
JOMC 221 AUD-VIDEO INFO _____	1. JOMC _____		
JOMC 253 INTRO PUBLIC AFFAIRS RP _____	Immersion: _____ (Choose 2 from the same immersion group below)		
2 JOMC Electives *			
1. JOMC _____	1. JOMC _____		
2. JOMC _____	2. JOMC _____		
State & Local Government: POLI 101 _____			
IMMERSIONS (Choose 2 from the same immersion group): 1. The Audience – 376, 445, 449, 463, 474, 475, 477, 490 (when appropriate topic) 2. Mass Communication Theory – 240, 445, 490 (when appropriate topic) 3. History, Law & Regulation – 242, 342, 424, 428, 440, 448, 450, 448, 458, 490 (when appropriate topic) 4. Digital Media – 349, 440, 449, 463, 474, 477, 551, 552, 490 (when appropriate topic) 5. Diversity – 342, 441, 442, 443, 446, 447, 490 (when appropriate topic) 6. Political Communication – 244, 446, 447, 458, 475, 490 (when appropriate topic) 7. Business & Entrepreneurship – 424, 450, 475, 551, 552, 490 (when appropriate topic) 8. Sports Communication – 245 ^(1 hr.) , 376, 377, 455, 476, 490 (when appropriate topic) 9. Honors – 691H, 692H			Usage & Grammar: (score of 70 or above) Hours Completed:
****A grade of D in a JOMC core course cannot be counted toward graduation, and the course must be repeated.			

BUSINESS JOURNALISM - BA (120 Hours)

NAME:	PID:	OPTIONAL (see 2 nd major and/or minor advisor): Major 2 : _____ or Minor 1: _____ or Minor 2: _____
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FOUNDATIONS

English Comp. and Rhetoric	Foreign Language* HSFL(s) _____	Quant. Reas. (QR)**	Lifetime Fitness (LFIT)
ENGL 105 _____	1. _____ 2. _____	3. _____ 4. _____ Choose ONE from: MATH 152 or 231 or 232 or STOR 112 or 113 _____	(1 hr.)

*Through level 3 unless placed into Level 4 of HSFL

**QR requirement MUST be taken at UNC unless Student has credit for BOTH MATH 231 and 232

(May only count 1)

APPROACHES

Phys. and Life Sciences (PL/PX)***	Social and Behavioral Sciences	Humanities/Fine Arts
	Hist. Analysis (HS): HIST 128 (NA) _____	Vis. & Perf. Arts (VP): _____
w/lab _____	Soc.Sci./Hist. Analysis (SS/HS): ECON 101 _____ Soc. Sci./Hist. Analysis (SS/HS): POLI 100, 208 or 209 _____	Literary Arts (LA): _____ Phil. Reasoning (PH): _____

***At least one with lab.

CONNECTIONS

Communication Int. (CI)	Quant. Int. (QI) or 2nd Quant. Reas. (QR)	Experiential Ed. (EE)	Global Issues (GL)
(JOMC 153 _____)	STOR 155 (QR) _____	(May be JOMC 393 ^(1 hr.))	
US Diversity (US)	North Atlantic World (NA)	World before 1750 (WB)	Beyond the NA (BN)
	(HIST 128 _____)		

MAJOR/MINOR/ELECTIVES

Business Journalism Curriculum (34.5 hours) 48 JOMC HOURS MAXIMUM		OPTIONAL (see 2 nd major and/or minor advisor): Major 2 : _____ or Minor 1: _____ or Minor 2: _____		Other Electives to reach 120 hours. (At least 72 hours outside BUSI JOMC. Within those 72 hours, at least 65 must be in the College of Arts and Sciences.)	
JOMC Core Courses (21)****	BUSI Core Courses (13.5)****				
JOMC 153 WRITING & REPORTING _____	BUSI 403 OPER MGMT _____				
JOMC 141 PROF PROBS & ETHICS _____	BUSI 404 ^(1.5) LEGAL & ETHICAL _____				
JOMC 340 ^(153 prereq) INTRO MEDIA LAW _____	BUSI 407 FINL ACCTG _____				
JOMC 450 BUS & MEDIA _____	BUSI 408 ^{(BUSI 101 prereq) (ECON 410 prereq)} CORP FIN _____				
JOMC 451 ^(153 prereq) ECON REPORTING _____	Choose ONE from: 401, 405, 406, or 409 ^(1.5) , (BUSI 408 prereq) # 1. BUSI _____ # If you choose BUSI 409 you will need 1 additional BUSI course (from this list) to reach 13.5 hours.				
JOMC 452 ^(153 prereq) ADV REPORTING _____					
Choose ONE from: 137, 157, 221, 253, 551, 552 1. JOMC _____					
Optional Electives	Optional Electives				Usage & Grammar: (score of 70 or above)
					Hours Completed:
State & Local Government: POLI 101 _____					

****Any grade below a C in either a JOMC core course or a BUSI core course cannot be counted toward graduation and the course must be repeated.

SEPTEMBER 2014

JOURNALISM AND MASS COMMUNICATION - EDITING and GRAPHIC DESIGN - BA (120 Hours)

NAME: _____	PID: _____	OPTIONAL (see 2 nd major and/or minor advisor): Major 2 : _____ or Minor 1: _____ or Minor 2: _____
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FOUNDATIONS

English Comp. and Rhetoric	Foreign Language* HSFL(s) _____	Quant. Reas. (QR)**	Lifetime Fitness (LFIT)
ENGL 105 _____	1. _____ 2. _____	3. _____ 4. _____	(1 hr.)

*Through level 3 unless placed into Level 4 of HSFL.

**STOR 151 recommended.

(May only count 1)

APPROACHES

Phys. and Life Sciences (PL/PX)***	Social and Behavioral Sciences	Humanities/Fine Arts
	Hist. Analysis (HS): HIST 128 (NA) _____	Vis. & Perf. Arts (VP): _____
w/lab _____	Soc.Sci./Hist. Analysis (SS/HS): ECON 101 _____	Literary Arts (LA): _____
	Soc. Sci./Hist. Analysis (SS/HS): POLI 100 (NA), 208 or 209 (QI) _____	Phil. Reasoning (PH): _____

***At least one with lab.

CONNECTIONS

Communication Int. (CI)	Quant. Int. (QI) or 2 nd Quant. Reas. (QR)	Experiential Ed. (EE)	Global Issues (GI)
(JOMC 153 _____)	(May be POLI 209 (QI))	(May be JOMC 393 ^(1 hr.))	(May be JOMC 446)
US Diversity (US)	North Atlantic World (NA)	World before 1750 (WB)	Beyond the NA (BN)
(May be JOMC 441)	(HIST 128 _____)		

MAJOR/MINOR/ELECTIVES

Journalism and Mass Communication Journalism Curriculum * 39 hours for students entering University Fall 2013 or later 33 hours for students who entered the University prior to Fall 2013 48 Hours Maximum	Outside Area (9hrs): _____ or Major 2 : _____ or Minor(s): _____ (see 2 nd major and/or minor advisor)	Other Electives to reach 120 hours (At least 72 hours outside JOMC. Within those 72 hours, at least 65 must be in the College of Arts and Sciences.)
JOMC Core Courses****	Graphic Design Core Specialization****	
JOMC 153 WRITING & REPORTING _____	JOMC 182 INTRO GRAPH DESIGN _____	
JOMC 141 PROF PROBS & ETHICS _____	Choose THREE from: 187, 253, 457, 463, 482, 483, 484	
JOMC 340 (153 prereq) INTRO MEDIA LAW _____	1. JOMC _____	
Journalism Core Courses **** (153 prerequisite)	2. JOMC _____	
JOMC 221 AUD-VID INFO GATH _____	3. JOMC _____	
JOMC 157 NEWS EDITING _____	Immersion: (Choose 2 from the same immersion group below.)	
2 JOMC Electives (6 hours) (suggested: 180, 584, 585)	1. JOMC _____	
1. JOMC _____	2. JOMC _____	
2. JOMC _____		
State & Local Government: POLI 101 _____		
IMMERSIONS (Choose 2 from the same immersion group.): 1. The Audience – 376, 445, 449, 463,474, 475, 477, 490 (when appropriate topic) 2. Mass Communication Theory – 240, 445, 490 (when appropriate topic) 3. History, Law & Regulation – 242, 342, 424, 428, 440,448, 450, 458, 490 (when appropriate topic) 4. Digital Media – 349, 440, 449, 463, 474, 477, 551, 552, 490 (when appropriate topic) 5. Diversity – 342, 441, 442, 443, 446, 447 490 (when appropriate topic) 6. Political Communication – 244, 446, 447, 458, 475, 490 (when appropriate topic) 7. Business & Entrepreneurship – 424, 450, 475, 551, 552, 490 (when appropriate topic) 8. Sports Communication – 245 ^(1 hr.) , 376, 377, 455, 476, 490 (when appropriate topic) 9. Honors – 691H, 692H		Usage & Grammar (score of 70 or above)
****A grade of D in a JOMC core course cannot be counted toward graduation, and the course must be repeated.		Hours Completed:

JOURNALISM AND MASS COMMUNICATION – MULTIMEDIA - BA (120 Hours)

NAME: _____	PID: _____	OPTIONAL (see 2 nd major and/or minor advisor): Major 2 : _____ or Minor 1: _____ or Minor 2: _____
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FOUNDATIONS

English Comp. and Rhetoric	Foreign Language* HSFL(s) _____	Quant. Reas. (QR)**	Lifetime Fitness (LFIT)
ENGL 105 _____	1. _____ 2. _____	3. _____ 4. _____	(1 hr.) _____

*Through level 3 unless placed into Level 4 of HSFL. **STOR 151 recommended. (May only count 1)

APPROACHES

Phys. and Life Sciences (PL/PX)***	Social and Behavioral Sciences	Humanities/Fine Arts
	Hist. Analysis (HS): HIST 128 (NA) _____	Vis. & Perf. Arts (VP): _____
w/lab _____	Soc.Sci./Hist. Analysis (SS/HS): ECON 101 _____	Literary Arts (LA): _____
	Soc. Sci./Hist. Analysis (SS/HS): POLI 100 (NA), 208 or 209 (QI) _____	Phil. Reasoning (PH): _____

***At least one with lab.

CONNECTIONS

Communication Int. (CI)	Quant. Int. (QI) or 2 nd Quant. Reas. (QR)	Experiential Ed. (EE)	Global Issues (GL)
(JOMC 153 _____)	(May be POLI 209 (QI))	(May be JOMC 393 (1 hr.))	(May be JOMC 446)
US Diversity (US)	North Atlantic World (NA)	World before 1750 (WB)	Beyond the NA (BN)
(May be JOMC 441)	(HIST 128 _____)		

MAJOR/MINOR/ELECTIVES

Journalism and Mass Communication * 39 hours for students entering University Fall 2013 or later 33 hours for students who entered University prior to Fall 2013 48 Hours Maximum		Outside Area (9hrs): _____ or Major 2 : _____ or Minor(s): _____ (see 2 nd major and/or minor advisor)	Other Electives to reach 120 hours (At least 72 hours outside JOMC. Within those 72 hours, at least 65 must be in the College of Arts and Sciences.)	
JOMC Core Courses****	Multimedia Core Specialization****			
JOMC 153 WRITING & REPORTING _____	JOMC 187 INTRO TO INTERACTIVE MEDIA _____			
JOMC 141 PROF PROBS & ETHICS _____	JOMC 586 INTERMED INTERACTIVE MEDIA _____			
JOMC 340 (153 prereq) INTRO MEDIA LAW _____	JOMC 581 MM DESIGN _____			
Journalism Core Courses**** (recc. to take together; 153 prereq)	JOMC 582 or 583 MM NARRATIVES _____ MM PROGRAM & PRODUCTION _____			
JOMC 221 AUDIO-VIDEO INFO _____	Immersion: _____ (Choose 2 from the same immersion group below)			
JOMC 253 INTRO PUBLIC AFFAIRS RP _____				
2 JOMC Electives (6 hours) * (suggested: 182, 584, 585)	1. JOMC _____			
1. JOMC _____	2. JOMC _____			
2. JOMC _____				
State & Local Government: POLI 101 _____				

IMMERSIONS (choose 2 from the same immersion group): 1. The Audience – 376, 445, 449, 463, 474, 475, 477, 490 (when appropriate topic) 2. Mass Communication Theory – 240, 445, 490 (when appropriate topic) 3. History, Law & Regulation – 242, 342, 424, 428, 440, 448, 450, 458, 490 (when appropriate topic) 4. Digital Media – 349, 440, 449, 463, 474, 477, 551, 552, 490 (when appropriate topic) 5. Diversity – 342, 441, 442, 443, 446, 447, 490 (when appropriate topic) 6. Political Communication – 244, 446, 447, 458, 475, 490 (when appropriate topic) 7. Business & Entrepreneurship – 424, 450, 475, 551, 552, 490 (when appropriate topic) 8. Sports Communication – 245 ^(1 hr.) , 376, 377, 455, 476, 490 (when appropriate topic) 9. Honors – 691H, 692H	Usage & Grammar: (score of 70 or above)
	Hours Completed:

****A grade of D in a JOMC Core course cannot be counted toward graduation, and the course must be repeated.

JOURNALISM AND MASS COMMUNICATION – PHOTOJOURNALISM - BA (120 Hours)		
NAME:	PID:	OPTIONAL (see 2 nd major and/or minor advisor): Major 2: _____ or Minor 1: _____ or Minor 2: _____

FOUNDATIONS

English Comp. and Rhetoric	Foreign Language* HSFL(s) _____	Quant. Reas. (QR)**	Lifetime Fitness (LFIT)
ENGL 105 _____	1. _____ 2. _____	3. _____ 4. _____	(1 hr.) _____

*Through level 3 unless placed into Level 4 of HSFL. **STOR 151 recommended. (May only count 1)

APPROACHES

Phys. and Life Sciences (PL/PX)***	Social and Behavioral Sciences	Humanities/Fine Arts
	Hist. Analysis (HS): HIST 128 (NA) _____	Vis. & Perf. Arts (VP): _____
w/lab _____	Soc.Sci./Hist. Analysis (SS/HS): ECON 101 _____	Literary Arts (LA): _____
	Soc. Sci./Hist. Analysis (SS/HS): POLI 100 (NA), 208 or 209 (QI) _____	Phil. Reasoning (PH): _____

***At least one with lab.

CONNECTIONS

Communication Int. (CI)	Quant. Int. (QI) or 2 nd Quant. Reas. (QR)	Experiential Ed. (EE)	Global Issues (GL)
(JOMC 153 _____)	(May be POLI 209 (QI))	(May be JOMC 393 ^(1 hr.))	(May be JOMC 446)
US Diversity (US)	North Atlantic World (NA)	World before 1750 (WB)	Beyond the NA (BN)
(May be JOMC 441)	(HIST 128 _____)		

MAJOR/MINOR/ELECTIVES

Journalism and Mass Communication * 39 hours for students entering University Fall 2013 or later 33 hours for students who entered University prior to Fall 2013 48 Hours Maximum	Outside Area (9hrs): _____ or Major 2 : _____ or Minor(s): _____ (see 2 nd major and/or minor advisor)	Other Electives to reach 120 hours (At least 72 hours outside JOMC. Within those 72 hours, at least 65 must be in the College of Arts and Sciences.)
JOMC Core Courses****	Photojournalism Core Specialization****	
JOMC 153 WRITING & REPORTING _____	1. JOMC 180 BEG PHOTOJOURN _____	
JOMC 141 PROF PROBS & ETHICS _____	2. JOMC 480 ADV PHOTOJOURN _____	
JOMC 340 (153 prereq) INTRO MEDIA LAW _____	3. JOMC 481 DOCUMENTARY PHOTOJOUR _____	
Journalism Core Courses**** (recc. to take together; 153 prereq)	4. JOMC 582 or 584 INTERMED MM NARR _____ DOC MM STORYTELLING _____	
JOMC 221 AUD-VIDEO INFORMATION _____	Immersion: _____ (Choose 2 from the same immersion group below.)	
JOMC 253 INTRO PUBLIC AFFAIRS RP _____	1. JOMC _____	
2 JOMC Electives (6 hours) * (suggested 181, 187, 584)	2. JOMC _____	
1. JOMC _____		
2. JOMC _____		
State & Local Government: POLI 101 _____		
IMMERSIONS (Choose 2 from the same immersion group.): 1. The Audience – 376, 445, 449, 463, 474, 475, 477, 490 (when appropriate topic) 2. Mass Communication Theory – 240, 445, 490 (when appropriate topic) 3. History, Law & Regulation – 242, 342, 424, 428, 440, 448, 450, 458, 490 (when appropriate topic) 4. Digital Media – 349, 440, 449, 463, 474, 477, 551, 552, 490 (when appropriate topic) 5. Diversity – 342, 441, 442, 443, 446, 447, 490 (when appropriate topic) 6. Political Communication – 244, 446, 447, 458, 475, 490 (when appropriate topic) 7. Business & Entrepreneurship – 424, 450, 475, 551, 552, 490 (when appropriate topic) 8. Sports Communication – 245 ^(1 hr.) , 376, 377, 455, 476, 490 (when appropriate topic) 9. Honors – 691H, 692H		Usage & Grammar: (score of 70 or above) Hours Completed:

**** A grade of D in a JOMC Core course cannot be counted toward graduation, and the course must be repeated.

JOURNALISM AND MASS COMMUNICATION – PUBLIC RELATIONS - BA (120 Hours)

NAME:	DID:	OPTIONAL (see 2 nd major and/or minor advisor): Major 2 : _____ or Minor 1: _____ or Minor 2: _____
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FOUNDATIONS

English Comp. and Rhetoric	Foreign Language* HSFL(s) _____	Quant. Reas. (QR)**	Lifetime Fitness (LFIT)
ENGL 105 _____	1. _____ 2. _____	3. _____ 4. _____	(1 hr.) _____

*Through level 3 unless placed into Level 4 of HSFL.

**STOR 151 recommended.

(May only count 1)

APPROACHES

Phys. and Life Sciences (PL/PX)***	Social and Behavioral Sciences	Humanities/Fine Arts
	Hist. Analysis (HS): HIST 128 (NA) _____	Vis. & Perf. Arts (VP): _____
w/lab _____	Soc.Sci./Hist. Analysis (SS/HS): ECON 101 _____	Literary Arts (LA): _____
	Soc. Sci./Hist. Analysis (SS/HS): POLI 100 (NA), 208 or 209 (QI) _____	Phil. Reasoning (PH): _____

***At least one with lab.

CONNECTIONS

Communication Int. (CI)	Quant. Int. (QI) or 2 nd Quant. Reas. (QR)	Experiential Ed. (EE)	Global Issues (GL)
(JOMC 153 _____)	(JOMC 279 (QI) _____)	(JOMC 232 _____)	(May be JOMC 446)
US Diversity (US)	North Atlantic World (NA)	World before 1750 (WB)	Beyond the NA (BN)
(May be JOMC 441)	(HIST 128 _____)		

MAJOR/MINOR/ELECTIVES

Journalism and Mass Communication AD/PR Curriculum * 39 hours for students entering University Fall 2013 or later 33 hours for students who entered University prior to Fall 2013 48 Hours Maximum		Outside Area (9hrs): _____ or Major 2 : _____ or Minor 1: _____ or Minor 2: _____ (see 2 nd major and/or minor advisor)		Other Electives to reach 120 hours (At least 72 hours outside JOMC. Within those 72 hours, at least 65 must be in the College of Arts and Sciences.)	
JOMC Core Courses****	Public Relations Core Specialization****				
JOMC 153 WRITING & REPORTING _____	JOMC 232 PR WRITING (137 & 153 prereqs) _____				
JOMC 141 PROF PROB & ETHICS _____	JOMC 431 (137 prereq) CASE STUDIES IN PR _____				
JOMC 340 (153 prereq) INTRO MEDIA LAW _____	JOMC 434 (232, 279, 431 prereq) PR CAMPAIGNS _____				
AD / PR Core Courses****	Choose ONE from: 182, 187, 333, 334, 433, 435, 491 (when PR topic)				
JOMC 137 PRINCIPLES OF AD & PR _____	1. JOMC _____				
JOMC 279 (137 prereq) AD-PR RESEARCH _____	Immersion: _____ (Choose 2 from the same immersion group below.)				
2 JOMC Electives (6 hours) *	1. JOMC _____				
1. JOMC _____	2. JOMC _____				
2. JOMC _____					
State & Local Government: POLI 101 _____					
IMMERSIONS (Choose 2 from the same immersion group.): 1. The Audience – 376, 445, 449, 463, 474, 475, 477, 490 (when appropriate topic) 2. Mass Communication Theory – 240, 445, 490 (when appropriate topic) 3. History, Law & Regulation – 242, 342, 424, 428, 440, 448, 450, 458, 490 (when appropriate topic) 4. Digital Media – 349, 440, 449, 463, 474, 477, 551, 552, 490 (when appropriate topic) 5. Diversity – 342, 441, 442, 443, 446, 447, 490 (when appropriate topic) 6. Political Communication – 244, 446, 447, 458, 475, 490 (when appropriate topic) 7. Business & Entrepreneurship – 424, 450, 475, 551, 552, 490 (when appropriate topic) 8. Sports Communication – 245 ^(1 hr.) , 376, 377, 455, 476, 490 (when appropriate topic) 9. Honors – 691H, 692H					Usage & Grammar: (score of 70 or above)
					Hours Completed:

**** A grade of D in a JOMC Core course cannot be counted toward graduation, and the course must be repeated.

JOURNALISM AND MASS COMMUNICATION – REPORTING - BA (120 Hours)			
NAME: _____	PID: _____	OPTIONAL (see 2 nd major and/or minor advisor): Major 2: _____ or Minor 1: _____ or Minor 2: _____	
FOUNDATIONS			
English Comp. and Rhetoric	Foreign Language* HSFL(s) _____	Quant. Reas. (QR)**	Lifetime Fitness (LFIT)
ENGL 105 _____	1. _____ 2. _____	3. _____ 4. _____	(1 hr.) _____
*Through level 3 unless placed into Level 4 of HSFL.		**STOR 151 recommended.	(May only count 1)
APPROACHES			
Phys. and Life Sciences (PL/PX)***	Social and Behavioral Sciences	Humanities/Fine Arts	
	Hist. Analysis (HS): HIST 128 (NA) _____	Vis. & Perf. Arts (VP): _____	
w/lab _____	Soc.Sci./Hist. Analysis (SS/HS): ECON 101 _____	Literary Arts (LA): _____	
	Soc. Sci./Hist. Analysis (SS/HS): POLI 100 (NA), 208 or 209 (QI) _____	Phil. Reasoning (PH): _____	
***At least one with lab.			
CONNECTIONS			
Communication Int. (CI)	Quant. Int. (QI) or 2 nd Quant. Reas. (QR)	Experiential Ed. (EE)	Global Issues (GL)
(JOMC 153 _____)	(May be POLI 209(QI))	(May be JOMC 393 ^(1 hr.) or 459)	(May be JOMC 446)
US Diversity (US)	North Atlantic World (NA)	World before 1750 (WB)	Beyond the NA (BN)
(May be JOMC 441)	(HIST 128 _____)		
MAJOR/MINOR/ELECTIVES			
Journalism and Mass Communication Journalism Curriculum *39 hours for students entering University Fall 2013 or later 33 hours for students who entered University prior to Fall 2013 48 Hours Maximum		Outside Area (9hrs): _____ or Major 2 : _____ or Minor 1: _____ or Minor 2: _____ (see 2 nd major and/or minor advisor)	Other Electives to reach 120 hours (At least 72 hours outside JOMC. Within those 72 hours, at least 65 must be in the College of Arts and Sciences.)
JOMC Core Courses****	Reporting Core Specialization****		
JOMC 153 WRITING & REPORTING _____	JOMC 157 NEWS EDITING _____		
JOMC 141 PROF PROBS & ETHICS _____	Choose THREE from: 252, 256, 258, 451, 452, 453, 454, 456, 457, 459, 463, 491 (when RP topic), 565		
JOMC 340 ^(153 prereq) INTRO MEDIA LAW _____			
Journalism Core Courses**** (recc. to take together; 153 prereq)	1. JOMC _____		
JOMC 221 AUD-VIDEO INFO _____	2. JOMC _____		
JOMC 253 INTRO PUBLIC AFFAIRS RP _____	3. JOMC _____		
2 JOMC Electives (6 hours) *	Immersion: _____ (Choose 2 from the same immersion group below.)		
1. JOMC _____	1. JOMC _____		
2. JOMC _____	2. JOMC _____		
State & Local Government: POLI 101 _____			
Immersion (Choose 2 from the same immersion group.): 1. The Audience – 376, 445, 449, 463, 474, 475, 477, 490 (when appropriate topic) 2. Mass Communication Theory – 240, 445, 490 (when appropriate topic) 3. History, Law & Regulation – 242, 342, 424, 428, 440, 448, 450, 458, 490 (when appropriate topic) 4. Digital Media – 349, 440, 449, 463, 474, 477, 551, 552, 490 (when appropriate topic) 5. Diversity – 342, 441, 442, 443, 446, 447, 490 (when appropriate topic) 6. Political Communication – 244, 446, 447, 458, 475, 490 (when appropriate topic) 7. Business & Entrepreneurship – 424, 450, 475, 551, 552, 490 (when appropriate topic) 8. Sports Communication – 245 ^(1 hr.) , 376, 377, 455, 476, 490 (when appropriate topic) 9. Honors – 691H, 692H			Usage & Grammar: (score of 70 or above)
			Hours Completed:
****A grade of D in a JOMC Core course cannot be counted toward graduation, and the course must be repeated.			

JOURNALISM AND MASS COMMUNICATION - STRATEGIC COMMUNICATION - BA (120 Hours)

NAME: _____	BID: _____	OPTIONAL (see 2 nd major and/or minor advisor): Major 2: _____ or Minor 1: _____ or Minor 2: _____
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FOUNDATIONS

English Comp. and Rhetoric	Foreign Language* HSFL(s) _____	Quant. Reas. (QR)**	Lifetime Fitness (LFIT)
ENGL 105 _____	1. _____ 2. _____	3. _____ 4. _____	(1 hr.) _____

*Through level 3 unless placed into Level 4 of HSFL.

**STOR 151 recommended.

(May only count 1)

APPROACHES

Phys. and Life Sciences (PL/PX)***	Social and Behavioral Sciences	Humanities/Fine Arts
	Hist. Analysis (HS): HIST 128 (NA) _____	Vis. & Perf. Arts (VP): _____
	Soc.Sci./Hist. Analysis (SS/HS): ECON 101 _____	Literary Arts (LA): _____
w/lab _____	Soc. Sci./Hist. Analysis (SS/HS): POLI 100 (NA), 208 or 209 (QI) _____	Phil. Reasoning (PH): _____

***At least one with lab.

CONNECTIONS

Communication Int. (CI)	Quant. Int. (QI) or 2 nd Quant. Reas. (QR)	Experiential Ed. (EE)	Global Issues (GL)
(JOMC 153 _____)	(JOMC 279 (QI) _____)	(May be JOMC 393 ^(1 hr.) or 232)	(May be JOMC 446)
US Diversity (US)	North Atlantic World (NA)	World before 1750 (WB)	Beyond the NA (BN)
(May be JOMC 441)	(HIST 128 _____)		

MAJOR/MINOR/ELECTIVES

Journalism and Mass Communication AD/PR Curriculum *39 hours for students entering University Fall 2013 or later 33 hours for students who entered University prior to Fall 2013 48 Hours Maximum		Outside Area (9hrs): _____ or Major 2: _____ or Minor 1: _____ or Minor 2: _____ (see 2 nd major and/or minor advisor)	Other Electives to reach 120 hours (At least 72 hours outside JOMC. Within those 72 hours, at least 65 must be in the College of Arts and Sciences.)	
JOMC Core Courses****	Strategic Communication Core Specialization**** Choose four from: 232, 271, 272, 334, 431, 491 (when SC topic)			
JOMC 153 WRITING & REPORTING _____				
JOMC 141 PROF PROBS & ETHICS _____	1. JOMC _____			
JOMC 340 ^(153 prereq) INTRO MEDIA LAW _____	2. JOMC _____			
AD / PR Core Courses****	3. JOMC _____			
JOMC 137 PRIN OF AD & PR _____	4. JOMC _____			
JOMC 279 ^(137 prereq) AD-PR RESEARCH _____	Immersion: _____ (Choose 2 from the same immersion group below.)			
2 JOMC Electives (6 hours)*	1. JOMC _____			
1. JOMC _____	2. JOMC _____			
2. JOMC _____				
State & Local Government: POLI 101 _____				

IMMERSIONS (Choose 2 from the same immersion group.):

1. The Audience – 376, 445, 449, 463, 474, 475, 477, 490 (when appropriate topic)
2. Mass Communication Theory – 240, 445, 490 (when appropriate topic)
3. History, Law & Regulation – 242, 342, 424, 428, 440, 448, 450, 458, 490 (when appropriate topic)
4. Digital Media – 349, 440, 449, 463, 474, 477, 551, 552, 490 (when appropriate topic)
5. Diversity – 342, 441, 442, 443, 446, 447, 490 (when appropriate topic)
6. Political Communication – 244, 446, 447, 458, 475, 490 (when appropriate topic)
7. Business & Entrepreneurship – 424, 450, 475, 551, 552, 490 (when appropriate topic)
8. Sports Communication – 245^(1 hr.), 376, 377, 455, 476, 490 (when appropriate topic)
9. Honors – 691H, 692H

Usage & Grammar:
(score of 70 or above)

Hours Completed:

****A grade of D in a JOMC Core course cannot be counted toward graduation, and the course must be repeated.

SEPTEMBER 2014

**Supplemental 6-B:
Schedule of Classes for Fall 2014**

School of Journalism and Mass Communication Schedule of Courses - Fall 2014						
Course Title	No.	Time	Days	Instructor	Room	
Entrepreneurship in American Journalism	89.1	12:30-1:45	TR	Guillory	CA 128	
Science, Media and Public Life	89.2	1:00-2:15	TR	Kreiss	CA 253	
Grammar Review for JOMC students (8/19/14-10/14/14) (10/20/14-12/3/14)	100.1	10:00-11:15	MW	Gibson	CA 33	
	100.2	10:00-11:15	MW	Gibson	CA 33	
The Media Revolution: From Gutenberg to Zuckerberg	101.1	5:00-6:15	MW	Boynton	CA 111	
Principles of Advertising and Public Relations	137.1	8:30-9:45	MW	Holden/Radanovich	CA 33	
	137.2	11:30-12:45	MW	Radanovich/Holder	CA 33	
Professional Problems and Ethics	141.1	12:30-1:45	TR	Evans	CA 33	
	141.2	2:30-3:45	MW	Boynton	CA 33	
	141.3	2:00-3:15	TR	Mcintyre	CA 33	
	141.4	8:00-9:15	MW	Fuller	Dey 305	
Writing and Reporting	153.1	1:00-3:30	MW	M. Yopp	CA 141	
	153.2	8:00-10:30	TR	Roush	CA 141	
	153.3	11:00-1:30	TR	Shaw	CA 141	
	153.4	11:00-1:30	TR	J. Robinson	CA 142	
	153.5	11:00-1:30	MW	Cavin	CA 268	
	153.6	8:00-10:30	MW	Thornburg	CA 142	
	153.7	8:00-10:30	TR	Reed	CA 142	
	153.8	2:00-4:30	TR	Cavin	CA 141	
	153.9	5:30-8:00	TR	Cavin	CA 141	
	153.10	11:00-1:30	MW	Bouser	CA 142	
	153.11	8:00-10:30	MW	Bouser	CA 141	
	153.12	6:30-8:45	MW	M. Yopp	CA 141	
	153.13	2:00-4:30	MW	Gala	CA 142	
News Editing	157.1	9:00-11:30	MW	Bechtel	CA 58	
	157.2	12:00-2:30	MW	Bechtel	CA 58	
	157.3	12:30-3:00	TR	Fiorilli-Crews	CA 58	
Beginning Photojournalism	180.1	1:00-2:50	MW	Stevens	CA 59	
	180.2	3:00-4:50	TR	Lauterer	CA 59	
Intermediate Photojournalism	181.1*	1:00-2:50	MW	Taylor	CA 60	
Introduction to Graphic Design	182.1	9:00-10:50	MW	Barnes	CA 59	
	182.2	9:00-10:50	MW	Hutaff	CA 60	
	182.3	5:00-6:50	MW	Kirkman	CA 60	

* Requires permission of instructor.

**Requires permission of School in CA 154.

*** Graduate students should take this section.

**School of Journalism and Mass Communication
Schedule of Courses - Fall 2014**

<i>This section only for advertising/PR/strategic comm majors</i>	182.4	5:00-6:50	TR	Kirkman	CA 58
Introduction to Interactive Multimedia	187.1	1:00-2:50	TR	Steven King	CA 60
	187.2	3:00-4:50	TR	Villamil	CA 60
<i>This section only for advertising/PR/strategic comm majors</i>	187.3	7:00-8:50	MW	Wallace	CA 59
Audio-Video Information Gathering	221.1	9:30-10:45	MW	Mallett	CA 268
	221.2	10:30-11:45	MW	McDonald	CA 132
	221.3	5:00-6:15	MW	Mallett	CA 59
	221.4	3:30-4:45	TR	Blankenship	CA 132
	221.5	8:00-9:15	TR	Mallett	CA 132
Public Relations Writing	232.1	11:00-12:15	MW	Saffer	CA 141
	232.2	3:45-5:00	MW	Waddell	CA 141
	232.3	3:30-4:45	TR	Fields	CA 142
	232.4	9:30-10:45	TR	Hedding	CA 268
	232.5	5:00-6:15	TR	Fields	CA 142
Talk Politics: An Introduction to Political Communication	244.1	9:30-10:45	TR	Brennen	CA 305
Sports and the Media (1 credit)	245.1	4:30-5:45	M	Crothers	CA 305
Audio Journalism	252.1	2:00-3:15	TR	Cupp	CA 132
	252.2	9:30-10:45	TR	Storholt	CA 132
	252.3	11:00-12:15	TR	Hefner	CA 132
Introduction to Public Affairs Reporting	253.1	11:00-12:15	MW	Cuadros	CA 11
	253.2	8:00-9:15	TR	O'Connor	CA 58
	253.3	11:00-12:15	TR	O'Connor	CA 58
	253.4	9:30-10:45	TR	Guillory	CA 58
Feature Writing	256.1	9:30-10:45	MW	Cuadros	CA 11
	256.2	8:00-9:15	TR	J. Robinson	CA 268
Opinion Writing	258.1	3:30-4:45	TR	O'Connor	CA 143
Advertising Copy and Communication	271.1	11:00-12:15	MW	McMahan	CA 283
	271.2	3:30-4:45	MW	McMahan	CA 283
	271.3	12:30-1:45	TR	Hester	CA 268
Advertising Media	272.1	12:00-1:15	MW	Hester	CA 143
	272.2	6:00-8:45	W	Kim	CA 253
Advertising and Public Relations Research	279.1	4:00-5:15	MW	Gallagher	CA 33
	279.2	8:00-9:15	TR	Gallagher	CA 33

* Requires permission of instructor.

**Requires permission of School in CA 154.

*** Graduate students should take this section.

**School of Journalism and Mass Communication
Schedule of Courses - Fall 2014**

Video Communication for Public Relations and Marketing	333.1	6:00-8:45	R	Curran	CA 132
Presentation Design for Strategic Communication	334.1	9:00-11:15	F	Hudgens	CA 268
Introduction to Media Law	340.1	9:30-10:45	TR	Packer	CA 143
	340.2	11:00-12:15	TR	Ekstrand	CA 33
	340.3	1:00-2:15	MW	Hoefges	CA 33
	340.4	9:30-10:45	MW	Hoefges	CA 283
Students specializing in AD, PR and SC must register for section 003 or 004. Students specializing in BEJ, EG, MM, PJ, and RP including BUJO majors must register for section 001 or 002.					
All four sections have a common core of content.					
Internet Issues and Concepts	349.1	ONLINE		Alkat	ONLINE
Sports Marketing and Advertising	376.1	11:00-12:15	TR	Sweeney	CA 143
Mass Communication Practicum	393.1	TBA	TBA	Eubank	TBA
TV News Reporting and Producing	421.1*	9:00-10:15	MW	Hefner	CA 132
Producing Television News	422.1*	1:00-2:00 1:00-6:00	M W	Tuggle	132-135
Television News and Production Management	423.1*	1:00-6:00	W	Tuggle	132-135
	423.2*	2:00-6:00	M	Tuggle	TBA
	423.3*	12:30-1:45	W	Hochberg	TBA
		1:00-2:15	F		
Media Management and Policy	424.1	9:30-10:45	TR	Hefner	CA 33
Voice and Diction	425.1	9:30-10:45	TR	Cupp	CA 253
Producing Radio	426.1*	12:30-1:45 1:00-2:15	W F	Hochberg	CA 253 CA 132
Broadcast History	428.1	11:00-12:15	MW	Cupp	CA 340A
Sports Xtra	429.1	2:00--6:00	M	Tuggle	TBA
Case Studies in Public Relations	431.1	2:00-3:15	MW	Freeman	CA 283
	431.2	5:00-6:15	TR	Kim	CA 268
	431.3	3:30-4:45	MW	Marshall	CA 253
	431.4	9:30-10:45	MW	Waddell	CA 340a

* Requires permission of instructor.

**Requires permission of School in CA 154.

*** Graduate students should take this section.

**School of Journalism and Mass Communication
Schedule of Courses - Fall 2014**

Public Relations Campaigns	434.1	6:00-8:45	W	Comello	CA 268
	434.2	8:00-9:15	TR	Radanovich	CA 143
	434.3	11:00-12:15	TR	Rose	CA 283
	434.4	2:00-3:15	TR	Rose	CA 142
Diversity and Communication	441.1	12:30-1:45	MW	McDonald	CA 283
Gender, Class, Race & Mass Media	442.1	2:00-3:15	MW	Friedman	HofFame
Latino Media Studies	443.1	9:30-10:45	TR	Vargas	CA 283
Process and Effects of Mass Communication	445.1	1:30-2:45	MW	Stevens	CA 143
Global Communication and Comparative Journalism	446.1	5:30-8:15	T	Aikat	CA 143
Blogging, Smart Mobs, and We the Media	449.1	12:30-1:45	TR	Jones	CA 143
Economics Reporting	451.1*	9:30-10:45	MW	Roush	CA 253
Advanced Reporting	453.1	12:30-3:15	W	Boyd	CA 340
Magazine Writing and Editing	456.1	3:00-4:50	MW	Brinson	CA 58
Southern Politics: Critical Thinking and Writing	458.1	3:30-4:45	MW	Guillory	CA 338
Community Journalism	459.1	4:00-5:15	MW	Lauterer	HofFame
News Lab: Creating Tomorrow's News Products	463.1	9:30-10:45	TR	J. Clark	CA 11
Advertising Campaigns	473.1	5:30-6:45	MW	McMahan	CA 142
Concepts of Marketing	475.1	5:30-6:45	MW	Nathanson	CA 283
Ethical Issues and Sports Communication	476.1*	2:00-3:15	TR	Sweeney	CA 283
New Media Technologies	477.1	3:30-4:45	MW	Kayye	CA 143
	477.2	5:00-6:15	MW	Kayye	CA 143
Advanced Photojournalism	480.1*	11:00-12:50	MW	Taylor	CA 60
News Design	482.1*	5:00-6:50	TR	Ruel	CA 59
Magazine Design	483.1*	3:00-4:50	MW	Oliver	CA 59

* Requires permission of instructor.

**Requires permission of School in CA 154.

*** Graduate students should take this section.

School of Journalism and Mass Communication

Schedule of Courses - Fall 2014

Information Graphics	484.1*	11:00-12:50	MW	Oliver	CA 59
The American Journalistic Mind	490.1	2:00-4:45	T	Shaw	CA 268
Digital Marketing and Advertising	491.1	2:00-3:15	TR	Sciarrino	CA 143
Market Intelligence	491.2	11:00-12:15	TR	Sciarrino	HoffFame
Design and Development of Mobile Apps	491.3	9:00-10:50	TR	Steven King	CA 59
Freelance Journalism	491.4	3:30-4:45	TR	Ogle	CA 21
Media Sales and Management	491.5	5:00-6:30	TR	Galloway	CA 283
International Advertising	491.6	11:00-12:15	MW	Kim	CA 253
Digital Media Economics and Behavior	551.1	12:30-1:45	TR	Abernathy	CA 283
Leadership in a Time of Change	552.1	2:00-4:45	R	Abernathy	CA 268
Medical and Science Journalism	560.1	10:00-11:15	MW	Linden	CA 340
Science Documentary Television	562.1	9:00-11:45	R	Linden	CA 340
Environmental Storytelling	565.1	12:30-1:45	TR	Peach	CA 132
Multimedia Design	581.1*	1:00-2:50	TR	Ruel	CA 59
Multimedia Narratives	582.1*	3:00-4:50	MW	Stevens	CA 60
3-D Design Studio	585.1*	9:00-10:50	TR	Barnes	CA 60
Intermediate Interactive Multimedia	586.1*	11:00-12:50	TR	Steven King	CA 60
Introductory Honors Course	691.1*	2:00-4:45	T	Johnston	CA 340

Courses for Graduate Students

Mass Communication Research Methods	701.1	8:30-9:45	MW	Kreiss	CA 143
Mass Communication Pedagogy	702.1	9:00-11:45	T	Gibson	CA 340
Statistics for Mass Communication Research	704.1	3:30-4:45	TR	Carpentier	CA 58
Theories of Mass Communication	705.1	2:00-3:15	TR	Carpentier	CA 340A

* Requires permission of instructor.

**Requires permission of School in CA 154.

*** Graduate students should take this section.

**School of Journalism and Mass Communication
Schedule of Courses - Fall 2014**

Writing for Digital Media	711.965*	ONLINE	Bechtel	ONLINE
Writing for Digital Media	711.966	ONLINE MATC	Carroll	ONLINE
Database and Web Research	714.965*	ONLINE	Tyburski	ONLINE
Research Methods and Applications	716.966*	ONLINE MATC	Johnston	ONLINE
Strategic Communication	720.966*	ONLINE MATC	Kaminski	ONLINE
Usability and Multimedia Design	721.966*	ONLINE MATC	Villamil	ONLINE
Public Relations Foundations	730.1	12:30-1:45	Straughan	CA 340A
Media Law	740.1	5:00-6:15	Ekstrand	HofFame
Leadership in a Time of Change	752.1	2:00-4:45	Abernathy	CA 268
Reporting and Writing News	753.1	11:00-12:15	Thornburg	CA 268
Multimedia Storytelling (Graduate students only)	782.1	5:00-6:50	Taylor	CA 58
Seminar in Interdisciplinary Health Communication	825.1	12:30-3:15	Noar	CA 340A
Interdisciplinary Health Communication Colloquium****	826.1	5:00-6:00	Cates	CA 340
Seminar in Public Relations	830.1	9:00-11:50	Comello	CA 340
Seminar in Media Law	840.1	11:15-2:00	Packer	CA 338
Seminar in Communication for Social Change	847.1	2:00-4:45	Vargas	CA 338
Seminar in Survey Research Methods	890.1	2:00-4:45	Riffe	CA 268
Media Processes and Production	890.2	2:00-4:45	Riffe	CA 340

**** Restricted to Interdisciplinary Health Communication Master's track or Certificate students

* Requires permission of instructor.

**Requires permission of School in CA 154.

*** Graduate students should take this section.

Supplemental 6-C: Special Topics Registration Information for Fall 2014.

**School of Journalism and Mass Communication
Course Details
Fall Semester 2014
Last updated on Jan. 29, 2014.**

Important policies about enrolling in courses

JOMC 181, 296, 421, 422, 423, 426, 451, 476, 480, 481, 482, 483, 484, 581, 582, 585, 586, and 691 require permission of the instructor. Students must go to the instructor's office to get on the list for the course. **Students who cannot be enrolled in those courses because of time conflicts or course overloads will be contacted to adjust their schedules/indicate they are no longer interested.**

Many JOMC courses have **prerequisites** that are listed in the catalog. Students are responsible for completing prerequisites before they enroll in a course and will be required to drop courses if they have not completed the prerequisites.

In addition to the courses listed, graduate students may enroll for JOMC 900, 992, 993 and 994. JOMC majors normally have priority over other students for space in JOMC courses, but space is not guaranteed in all courses in any given semester.

Syllabi for JOMC courses are available on the Park Library website at

<http://parklibrary.jomc.unc.edu/syllabi>.

JOMC students are expected to enroll in and complete at least 15 credit hours per semester. To register for more than 18 or fewer than 12 hours per semester, students must have permission from Sharon Jones (Carroll 158).

It is the policy of the School of Journalism and Mass Communication that a teacher may deny enrollment to any registered student who does not attend the first meeting of a course unless the student has made a prior arrangement with the teacher.

If you enroll for a course but decide later that you do not want to take it, you must initiate a drop procedure either online before the drop deadline or through the Student Records Office after that date. If you stop attending a course, you will not be automatically dropped, and a grade of AB or FA will be reported if you do not drop the course properly.

JOMC 89

The School of Journalism and Mass Communication is offering a first-year seminar during the Fall 2014 semester.

JOMC 89.1 Entrepreneurship in American Journalism (Professor of the Practice Ferrel Guillory). This course is a hybrid, fueled in part by the everyday practice of journalism and in part by the trends, issues and business decisions that have played a role in shaping the news media in the United States. It is about exploring how major figures in U.S. journalism used advances in technology and the capitalist system in their times to create ways and means of delivering information and analysis to the citizens of a democratic society. Throughout the course, you will read, think, talk and write about historical figures who transformed American journalism and exerted an influence on U.S. democracy. In this course we will focus mostly on the 20th and 21st centuries and how news has been delivered through various types of formats and technologies. We will look at newspapers and magazines, at radio and television, and at websites and other electronic media. The intent is to allow you to think creatively about the future of news reporting and analysis. This course seeks to give you a deeper appreciation for the entrepreneurship and creativity embedded in American journalism, and to prepare you to perform with confidence in developing your own creative and entrepreneurial skills.

JOMC 89.2 Science and Media in Public Life What role does science play in public controversies? What role does the public play in scientific controversies? How are media implicated in science and democracy? This seminar explores the place of media and science in public life through a series of case studies of current controversies, including fracking, e-cigarettes, and government surveillance. We will trace each controversy through newspapers, social media, films and other popular culture. Through class discussions and course assignments we will consider the sorts of stakeholders involved and how they communicate, critique, and justify public actions. We will also take advantage of the current elections and go outside the classroom to participate in public discussions, political campaigns, and social movements observing first-hand the role of media and science in public life.

JOMC 490, Proseminar in Mass Communication

This is a special-topics course, and students may enroll in it more than once, provided the topics are different. These usually are all 3-credit courses and may count as an immersion if the course is three hours and if it has no restrictions. Some 490s might be a 1-hour credit course.

The following topics will be offered in Fall 2014:

JOMC 490.1 The American Journalistic Mind. (Professor Donald Shaw). **You must register for 3 hours for this course.** This course asks what is it about the journalistic career that remains constant, regardless of the medium through which journalists work. Students will read up to four to five journalists' autobiographies and seek answers to three questions. 1) How did the journalists view their responsibilities to the public? 2) How did these journalists view their profession as a profession? 3) What seems to have been the basis for their value system? Students, individually or in some cases in teams of two, will read autobiographies (in a few cases biographies). The goal of the course will be to explore the contours of the American journalistic mind, following the traditions of American intellectual history.

JOMC 491, Special Skills in Mass Communication

This number is for courses that fulfill a skills course requirement. None of these courses fulfills an immersion.

The following topics will be offered in Fall 2014:

JOMC 491.1 Digital Marketing and Advertising. (Professor JoAnn Sciarrino). **You must register for 3 hours for this course. Prerequisites are JOMC 279 and JOMC 475.** Contemporary digital advertising comprises owned, paid promoted and earned media, with the growth in earned media representing the most significant change in consumer media behavior in history. These seismic shifts have created new opportunities for marketers to communicate with and engage consumers. This course provides the practical knowledge and insights required to establish digital advertising and marketing objectives and strategies, properly select the earned and paid media platforms, and monitor and measure the results of those efforts. While the course provides a framework of how to evaluate and construct digital advertising marketing strategies and plans, its focus is on applying critical reasoning skills through case studies for future advertising and communications managers who will be the ultimate directors of digital advertising and marketing strategies and plans. Possessing the skills to evaluate and create digital advertising is valuable for students planning careers in communications, branding, marketing, or in consulting, and is a fundamental function across all industries and organizations. **AD, SC**

JOMC 491.2 Market Intelligence. (Professor JoAnne Sciarrino). **You must register for 3 hours for this course. Permission of instructor.** Market Intelligence helps students learn to make better business decisions by teaching contemporary analytical tools to solve brand and advertising problems. The course is specifically geared for future agency account executives, planners and marketing communications managers who will be the ultimate users of the data, and who will determine the scope and direction of research conducted. Possessing the skills to gather and use market intelligence is valuable for students planning careers in branding, marketing, or in consulting, and is a fundamental function in industries like consumer packaged goods, entertainment, and financial services and sports management. In order to lend realism to the material, the course will introduce research techniques and data used in large companies like Coca-Cola, AT&T, American Express and Merck. **AD, SC**

JOMC 491.3 Design and Development of Mobile Apps. (Assistant Professor Steven King). **You must register for 3 hours for this course. Prerequisite is JOMC 586 or similar experience.** Learn mobile app development through hands-on development of application deployed on multiple platforms. Class teaches design and coding with focus on user experience, interface design and content presentation. Apps will be built using web technologies and mobile frameworks. Strong understanding of HTML/CSS and JavaScript required. **MM**

JOMC 491.4 Freelance Journalism (Adjunct Mike Ogle). **You must register for 3 hours for this course.** You will learn how to make and follow up with contacts, how to catch the eye of a potential employer or assigning editor, how to pitch and work with editors and writers and how to build upon those fruitful relationships. The goal is to help

you become a master communicator and thus get your career to where you want it to go in an increasingly competitive workforce.

JOMC 491.5 Media Sales and Management (Staff). You must register for 3 hours for this course. Most media today is advertising supported. Even “development” associated with public media is a form of sales. This is a course that examines the role of sales in providing the economic support for all forms of media. Magazines, television and cable networks, sporting events and internet sites -- in one form or another -- need to sell advertising and sponsorships to survive and prosper. The class will cover the techniques for targeting, selling and marketing media to advertisers and sponsors. It will also delve into the notion of sales account executives acting as marketing experts for clients through the use of quantitative and qualitative audience research. The course will examine marketing approaches for legacy media as well as the emerging role of sales and marketing as the primary revenue stream for new media, including mobile. The career prospects for students will also be considered. **AD, SC**

JOMC 491.6 International Advertising (Staff). You must register for 3 hours for this course. Advertising is now a global business and cultural force. The class will look at the issues affecting the global advertising industry. These issues include the demands of selling a global brand across dozens of distinct countries and markets, the individualistic nature of the media business in every nation, and the transformation of technology inventing an interactive global community for the first time. **AD, SC**

Graduate Courses

JOMC 701.1. Mass Communication Research Methods. (Assistant Professor Dan Kreiss). This is an introduction to quantitative and qualitative scholarly research required of all JOMC grad students. The course provides an overview of the research methods used in mass communication research, including but not limited to content analysis, experimental design, survey research, focus group research, field research and framing analysis. Students will learn to evaluate the strengths and weaknesses of the methods, to critique how these methods have been used in published research and to design a research study using one of the methods.

JOMC 702.1 Mass Communication Pedagogy. (Associate Professor Rhonda Gibson). Investigation of college teaching and academic life, including course planning, syllabus preparation, interpersonal skills, presentational modes, evaluation and ways of balancing teaching with other expectations.

JOMC 704.1 Statistics for Mass Communication Research. (Associate Professor Francesca Carpentier). Prerequisite, JOMC 701. Statistics with emphasis on application to studies in mass communication. Prior knowledge of statistics and familiarity with computer software are NOT assumed.

JOMC 705.1. Theories of Mass Communication. (Associate Professor Francesca Carpentier). This course introduces students to classic theories of the process and effects of mass communication. Students read summaries of theoretical approaches to several issues, including how the structure of news organizations affects the news, how media

affect cultural norms and values and whether media can be used to change behavior and the role of the audience. Students serve as discussants for topics during the semester, write critical literature reviews on a particular theoretical stream of interest to them, and produce preliminary thesis, project or dissertation proposals.

JOMC 711.965. Writing for Digital Media. (Associate Professor Andy Bechtel). Offered online. New technologies have in some ways transformed human communication, creating new meanings and even entirely new media. This course aims to foster effective communication in digital and online environments, a goal predicated on learning and understanding the audience(s); knowing how different media work, as well as the unique limits and possibilities of these new media; and learning how to develop appropriate content for different formats and environments. Students analyze the technical and rhetorical elements necessary to create content for online environments, including interactivity, hyperlinking, spatial orientation and nonlinear storytelling. Note: Enrollment limited to students admitted to the Certificate in Technology and Communication program and JOMC graduate students.
See Rachel Lillis in CA 309 to sign up for this course.

JOMC 714.965. Database and Web Research. (Ms. Genie Tyburski). Offered online. For many people, including journalists, online research means going to Google, entering a couple of search terms and hoping for the best. The information you want might be there, but how long is it taking you to find it? What about the authority and timeliness of that information? Are there other sources available online (or in print) that might provide you with better or additional information? What strategies might improve the efficiency and effectiveness of your research? This course will answer those questions and others. Note: Enrollment limited to students admitted to the Certificate in Technology and Communication program and JOMC graduate students. **See Rachel Lillis in CA 309 to sign up for this course.**

JOMC 716.966 Research Methods and Applications. (Professor Anne Johnston). This course is designed to help communication professionals make better and more informed research decisions given compelling research challenges and resource constraints.

JOMC 720.966 Strategic Communication. (Associate Professor Heidi Hennink-Kaminski). Underpinned by appropriate theory, this course examines strategic communication in today's cluttered information environment. While developing strategic communication programs, students will analyze case studies and research comprehensive digital-influence strategies.

JOMC 721.966 Usability and Multimedia Design. (Staff). This course will introduce students to five basic areas of excellent multimedia design and help students develop expertise in their application. This class is not about learning software. Some advanced design techniques will be covered, but a working knowledge of a graphic design, layout or animation program such as Photoshop, Illustrator, InDesign or Flash is necessary. (A selection of these programs will be introduced in JOMC 717: Information Visualization, a pre-requisite for JOMC 721.)

JOMC 730.1. Public Relations Foundations. (Professor Dulcie Straughan). The

foundations of public relations practice and theory are explored in this graduate-level course through the lens of classic and contemporary case studies. Students will learn through extensive case analysis and exploration of theories pertinent to public relations. Students will also do research, undertake critical thinking and develop creative problem-solving skills, all leading to completing course assignments, including researching and writing an original case study.

JOMC 740.1 Media Law. (Assistant Professor Tori Ekstrand). Students will examine the delicate balance that exists between freedom and control of the mass media in the United States. The First Amendment of the U.S. Constitution is, of course, the major guarantee of freedom of expression. Because the courts, especially the U.S. Supreme Court, are ultimately responsible for interpreting the First Amendment and maintaining the balance between freedom and control, the course focuses on judicial decisions and reasoning. The bulk of the readings and class discussions will involve analyzing and interpreting court opinions affecting the mass media. It is important to recognize, however, that other very significant sources of press privileges and controls exist. Therefore, the course also covers statutory law and executive and administrative actions. Each student will complete a take-home exam, an in-class midterm exam, a comprehensive final exam and a legal research paper.

JOMC 753.1 Reporting and Writing News. (Associate Professor Ryan Thornburg). Combines instruction in news writing and reporting in an accelerated, graduate-level course designed to satisfy print sequence basic competency requirements for graduate students. Students will learn the fundamentals of news writing along with beat and general assignment reporting and apply those skills to a variety of practical reporting and writing assignments. Topics include fundamentals of news writing, story forms and organization, interviewing, reporting techniques, general news writing, feature writing, ethics, law, and the culture of news organizations. Prerequisites: graduate standing, keyboarding skills. This course is for graduate students only.

JOMC 782.1 Multimedia Storytelling. (Associate Professor Laura Ruel). Telling stories is the basis of what we do as communicators. Learning how to do this well requires a thorough understanding of the tools available and the strengths and weaknesses of each one. The objective of this course is to introduce you to the theories and practices of multimedia content creation. We will read and view scholarly and professional works that address multimedia presentation methods. You will be expected to gain a critical understanding of the value of each one. Recognition of the benefits and drawbacks of the written word, photography, audio, video, animated graphics and interactive applications will be addressed in class discussions and assigned projects. You will acquire knowledge about how to choose multimedia presentation methods based on a project's audience and communication goals. You also will learn how to apply this knowledge by creating a multimedia storytelling project that will unfold throughout the semester.

JOMC 810.1 Seminar in the Psychology of Human-Computer Interaction. (Associate Professor Sri Kalyanaraman). Examines effects of computers, the Internet and World Wide Web from a psychological perspective. Adopts an empirical approach to understand ways in which people respond to computers and new technologies.

JOMC 825.1. Seminar in Interdisciplinary Health Communication. (Associate Professor Seth Noar). This course is part of the new graduate-level Certificate in Interdisciplinary Health Communication. For course information, go to www.ihc.unc.edu.

JOMC 826.1. Interdisciplinary Health Communication Colloquium. (Instructor Joan Cates). This course is structured for interactive student/faculty discussion on health communication research and practice. Seminar and online discussion format.

JOMC 830.1. Seminar in Public Relations. (Assistant Professor Nori Comello). The purpose of this course is to expose graduate students to the theoretical bases of public relations and provide insight into the development of public relations theory and practice. Through readings and group discussion, students will gain greater understanding of scholarly work in public relations and related disciplines and the application of those works. A variety of research approaches (historical, legal and social science) are included. Readings, discussion and a term paper, which may be the preliminary work for a student's thesis, are required.

JOMC 840.1. Seminar in Mass Communication Law. (Professor Cathy Packer). In this seminar we will explore free expression theory and the research perspectives, approaches and methods used in the study of mass communication law. The main goals of the course are to 1) familiarize students with First Amendment theories and interpretations; 2) expose students to an array of legal research focusing on communication law; 3) teach students to critically read and evaluate such research; and 4) provide students with experience in generating and investigating legal research questions, writing research proposals, and writing and defending papers presenting their research findings. Each student will be required to identify a legal research question he or she will investigate, write a paper proposal, and produce a research paper. It is expected that all papers will be of high enough quality to be presented at a scholarly convention and/or published in a journal of scholarly research.

NOTE: This seminar is not designed to teach the content of mass communication law. All seminar participants are expected to have a thorough knowledge and understanding of the substance and principles of mass media law. JOMC 740 is a prerequisite to JOMC 840.

JOMC 847.1 Seminar in Communication for Social Change. (Professor Lucila Vargas). This course examines the role of media and communication in progressive social change. It surveys the literature on development communication and introduces students to recent approaches in the field. These approaches pay attention to grassroots communication in both developing nations and “Third World settings” of the United States.

JOMC 890.1 Seminar in Survey Research Methods. (Professor Dan Riffe). This course covers the theory and practice of survey research, including planning and design, choice of survey mode, sampling, opinion/attitude/behavior measurement, questionnaire construction, interviewing and analysis of data. Students will participate in the design and execution of field survey project(s). Prerequisite: JOMC 701.

JOMC 890.2 Media Processes and Production. (Professor Dan Riffe). Mass communicators are individuals with varying psychological, ideological, demographic, cultural and social characteristics; who, to varying degrees, adhere to professional conventions that define the practices and boundaries of their field; within organizations that have their own group and business dynamics and that interface with larger social structural, economic, legal and ideological forces. This seminar introduces the conceptual and empirical literature on these factors and how they influence the processes and production of mass communication.

Supplemental 6-D:

“Academic Procedures and Undergraduate Advising,” 2014-15 Undergraduate Bulletin.

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692H Honors Thesis in Information Science (3). Senior standing and permission of the instructor. Restricted to information science majors. Students in the SILS undergraduate honors program engage in independent research and write an honors thesis reporting the research under the supervision of a faculty member.

696 Study in Information and Library Science (1–3). Permission of the instructor. Study by an individual student on a special topic under the direction of a specific faculty member. Six credit maximum for master’s students. Graduate faculty.

697 Information Science Capstone (3). Senior standing required. Information science major or minor. Contemporary topics of information science, information systems, information technology, information design, and information management. Assessment of future impact of new developments.

School of Journalism and Mass Communication

www.jomc.unc.edu

SUSAN KING, *Dean*

Christopher S. Roush, *Senior Associate Dean for Undergraduate Studies*

Heidi Hennink-Kaminski, *Senior Associate Dean for Graduate Studies*

Professors

Penny M. Abernathy, Richard R. Cole, Jean Folkerts, Anne M. Johnston, Susan King, Thomas R. Linden, Cathy L. Packer, Dan Riffe, JoAnn Sciarino, Donald L. Shaw, Brian Southwell, Dulcie M. Straughan, John M. Sweeney, C.A. Tuggle, Lucila Vargas, Jan J. Yopp.

Associate Professors

Debashis Aikat, Andy R. Bechtel, Lois A. Boynton, Napoleon B. Byars, Patrick D. Davison, Francesca Dillman Carpentier, Barbara G. Friedman, Rhonda Gibson, Heidi J. Hennink-Kaminski, Joe Bob Hester, Michael Hoefges, Paul Jones, Sriram Kalyanaraman, Seth Noar, Christopher S. Roush, Laura A. Ruel, Ryan M. Thornburg.

Assistant Professors

Spencer Barnes, Queenie A. Byars, Maria Comello, Paul F. Cuadros, Tori Ekstrand, Steven King, Daniel Kreiss, Trevy McDonald, Dana McMahan, Terrence Oliver, Chad Stevens.

Professors of the Practice

David Cupp, J. Ferrel Guillory, Jim Hefner.

Lecturers

Winston Cavin, Valerie K. Fields, Jock Lauterer, Paul O’Connor.

Professors Emeriti

John B. Adams, Harry Amana, Richard Beckman, Thomas Bowers,

Jane D. Brown, Albert R. Elam, Frank Fee, Robert Lauterborn, Raleigh C. Mann, Philip Meyer, James J. Mullen, Carol Reuss, Donald Shaw, Richard H. Simpson, Charles S. Stone, Leroy Towns, Ruth Walden, Xinshu Zhao.

Introduction

The School of Journalism and Mass Communication (JOMC) was founded as the Department of Journalism in 1924 and became the School of Journalism in 1950. Forty years later, it expanded its purview by adding “and Mass Communication” to its title. The school offers a course of study leading to the bachelor of arts with a major in journalism and mass communication as well as a bachelor of arts with a major in business journalism. JOMC is the only school of journalism and mass communication in North Carolina.

For more than 75 years, the school has built an impressive record of service. Through excellent teaching, research, and public service, and through its students, faculty, alumni, and friends, the school has been a force in journalism–mass communication education and the mass media of North Carolina and beyond. When the school was last accredited in 2009 by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the national team stated that the school “has earned a reputation as one of the premier programs in journalism and mass communication.”

Today, more than 9,000 of the school’s alumni are active in every aspect of journalism and mass communication. They hold high positions with newspapers, international news agencies, magazines, Internet companies, broadcasting companies, and advertising agencies; in public relations, business journalism, photojournalism, and graphic design; and in research, government, education, and industry.

The school has an excellent reputation, and relations with the mass media are first-rate. The primary role of the school has been and continues to be the education of young people for professional careers in mass communication in North Carolina and beyond.

Programs of Study

The degrees offered are the bachelor of arts with a major in journalism and mass communication and the bachelor of arts with a major in business journalism. The school also offers a minor in journalism and mass communication, with concentrations in reporting, business journalism, advertising, public relations, broadcast and electronic journalism, and mass communication and society. Certificates in sports communication, business journalism, and Latina/o journalism and media are also offered. Students are subject to the requirements in place when they are admitted to the School of Journalism and Mass Communication; consequently, the requirements described in this bulletin particularly apply to students admitted to the school during the 2014–2015 academic year.

Admission to the School

Students enroll in the General College of the University during their first two years, after which they may transfer to the School of Journalism and Mass Communication. (Students may take some JOMC courses in the first two years as noted in the section on preparing for the major.)

Undergraduate admission to UNC–Chapel Hill is handled by the University’s Office of Undergraduate Admissions, and requests for

information and application forms should be sent to that office. The Office of Undergraduate Admissions also will advise students on the proper first-year and sophomore courses to take in preparation for junior-year transfer to Chapel Hill from other campuses.

Students typically are admitted to the school when they attain junior standing and have completed most of the requirements of the General College on the Chapel Hill campus or have earned grades of C or better in equivalent courses at other recognized institutions. To qualify for admission from the General College or from another UNC–Chapel Hill department or school, students must meet the minimum overall 3.1 grade point average required for admission to the school.

Typically, students transfer into the school in their junior year if they meet the required grade point average. Although they can take up to 24 hours in JOMC courses prior to being admitted, the grade point average policy will be strictly followed. Students will not be admitted to the school to finish the courses required for the degree if they do not meet the grade point average requirement.

Because the University limits the number of transfer students from other institutions, transfer applicants compete for admission to the school on the basis of grade point averages and other academic credentials, and on such matters as commitment to a career in journalism or mass communication and letters of recommendation. The Office of Undergraduate Admissions makes the final decision on admitting transfer students, after consultation with the school.

Preparation for the JOMC Major

Students may take JOMC 153 Writing and Reporting in the first semester of their sophomore year. JOMC 101 Media Revolution and 102 Exploring the Visual World are open to first-year students and sophomores. Seniors have first priority for courses, then juniors, then sophomores. Many courses require prerequisites and are restricted to majors only.

Students should take the introductory courses in their major area of study as soon as possible because those courses are prerequisites for subsequent ones. Those introductory courses are as follows:

- Advertising/Public Relations area of study: JOMC 137 Principles of Advertising and Public Relations
- Journalism area of study: JOMC 221 Audio-Video Information Gathering, JOMC 253 Introduction to Public Affairs Reporting.

Majoring in Journalism and Mass Communication: Bachelor of Arts

The school prepares men and women for careers in journalism and mass communication by offering an academic program that provides a basic liberal arts education, an understanding of the responsibilities of a free press in a democratic society, and a fundamental knowledge of journalistic and mass communication techniques and substance.

The philosophy that guides the school is that journalists and communicators must understand the political, social, economic, and cultural forces that operate within society. For this reason, students acquire a background in the humanities, social sciences, and natural sciences while preparing themselves for journalism–mass communication careers. About one-third of the credit hours earned toward the bachelor of arts with a major in journalism and mass communication are in journalism–mass communication (JOMC) courses. The bal-

ance of each student's program is expected to provide the broad education necessary for those who plan careers in mass communication.

More than perhaps any other field, journalism requires a strong foundation in word usage, grammar, punctuation, and other writing skills, as well as technical proficiency in the use of computers. Students are expected to have this foundation before they enter the school; consequently, students must score at least 70 percent on the school's usage and grammar examination as a condition for graduation. The examination is administered several times a semester and during the summer.

Students are responsible for meeting all other graduation requirements. If they have questions about their requirements they should consult an advisor in the school's Student Records and Registration Office (Carroll Hall), or an associate dean. Specific information about graduation requirements, advising, registration, and other procedures is also available on the JOMC Web site.

The school cannot guarantee that courses needed to satisfy a student's degree requirements will be offered during summer school. Students who plan to complete degree requirements in summer school should be aware that low enrollments sometimes force the school to cancel certain courses or sections during either or both summer sessions.

Journalism–Mass Communication Requirements outside the School

Students in the school must take specified courses to satisfy General Education requirements:

- Foundations: Quantitative reasoning: JOMC students are advised but not required to take STOR 151 Basic Concepts of Statistics and Data Analysis to satisfy this requirement.
- Approaches: Social and behavioral sciences (nonhistorical): Students must take ECON 101 Introduction to Economics, and POLI 100 Introduction to Government in the United States, 208 Political Parties and Elections, or 209 Analyzing Public Opinion.
- Approaches: Social and behavioral sciences (historical analysis): Students must take HIST 128 American History since 1865.
- Connections: Students must satisfy all eight Connections requirements.
- State and local government and politics requirement: Students must complete one of the following courses: POLI 101 State and Local Government in the United States or 405 North Carolina Politics and Public Policy.

Students are expected to gain a depth of knowledge of a topic outside the school. At a minimum, they must take an outside concentration of at least three courses (minimum of nine credit hours) in another department or school. Courses used to meet Foundations and Approaches requirements may not be used to satisfy this requirement. However, courses used to meet Connections requirements, including courses that are also meeting Approaches requirements, may be used for the outside area of concentration. Students may also satisfy the outside requirement by completing a minor or second major in another department or school. Students who wish to complete a second major outside the school and who did not declare the second major before being admitted to the school, must download a second-major declaration form from the school's Web site and return it to Student Records and Registration in Carroll Hall for approval. They must meet with an academic advisor in the College of Arts and Sciences

to ensure that they can meet all requirements for the second major.

Journalism–Mass Communication Requirements in All Sequences

The degree earned is the bachelor of arts with a major in journalism and mass communication, and areas of study are not noted on the diploma. Two areas of concentration are offered: a concentration in advertising/public relations; or a concentration in journalism, with specializations in editing and graphic design, broadcast and electronic journalism, multimedia, photojournalism, or reporting. Some courses are required for all majors in the school, and each area of study has specific course requirements.

Students who enter the University in fall 2013 or later must complete a minimum of 39 credits in journalism–mass communication with a grade point average of 2.0 or better. A grade of D in a JOMC core course will not be counted in the minimum number of journalism–mass communication credits required for graduation; the course must be retaken if it is required for the major. If the course is not specifically required then another course that meets the requirement the first course was meeting may be taken in its stead. JOMC 393 cannot be counted in the minimum of 39 credit hours required in journalism–mass communication for graduation. The school will normally accept only six credit hours of journalism–mass communication courses taken at other institutions and requires students to pass exemption examinations to receive credit for certain basic courses. The school does not accept transfer credit for JOMC 153.

Of the basic 120 hours for graduation, at least 72 hours must be outside journalism–mass communication. Within those 72 hours, at least 65 must be in the College of Arts and Sciences. Please check the courselist below or ConnectCarolina for prerequisite information for JOMC courses.

Students must achieve a passing score of at least 70 on the school's usage and grammar examination.

School Core

All students in the school must complete the following courses in the school core:

- JOMC 141 Professional Problems and Ethics
- JOMC 153 News Writing
- JOMC 340 Introduction to Mass Communication Law (JOMC 153 is a prerequisite)

Immersion Areas

Students in the school must also complete two courses from a single group in an immersion area.

- The Audience: JOMC 376, 445, 449, 463, 474, 475, 477, 490 (when appropriate topic)
- Mass Communication Theory: JOMC 240, 445, 490 (when appropriate topic)
- History, Law, and Regulation: JOMC 242, 342, 424, 428, 440, 450, 448, 458, 490 (when appropriate topic)
- Digital Media: JOMC 349, 440, 449, 463, 474, 477, 490 (when appropriate topic), 551, 552
- Diversity: JOMC 342, 441, 442, 443, 446, 447, 490 (when appropriate topic)
- Political Communication: JOMC 244, 446, 447, 458, 475, 490 (when appropriate topic)

- Business and Entrepreneurship: JOMC 424, 450, 475, 490 (when appropriate topic), 551, 552
- Sports Communication: JOMC 245, 376, 377, 455, 476, 490 (when appropriate topic)
- Honors: JOMC 691H, 692H

In addition to the school core and completion of two courses in an immersion area, students must complete a number of courses in each major area of study.

B.A. Major in Journalism and Mass Communication: Advertising/Public Relations Curriculum

The advertising/public relations curriculum is for students who wish to communicate on behalf of organizations, including corporations, government agencies, nonprofit and advocacy groups, and public relations and advertising agencies. Students learn to develop persuasive advertising messages or focus on strategic communication efforts for an organization. Both are pursued within an ethical framework of communication.

Advertising/Public Relations Curriculum Core Requirements

- JOMC 137 Principles of Advertising and Public Relations
- JOMC 279 Advertising and Public Relations Research
- At least four courses in one of three areas: advertising, public relations, or strategic communication:
 - Advertising (four-course minimum): JOMC 271, 272, 471, 472, 473, 475, 491 (when advertising is the topic), 671, 690
 - Public Relations (four-course minimum): JOMC 232, 431, 434, and at least one of the following courses: JOMC 182, 187, 333, 433, 435, 491 (when public relations is the topic). Not all of the courses in the preceding list may be offered every semester.
 - Strategic Communication (four-course minimum): JOMC 232, 271, 272, 334, 431, 491 (when strategic communication is the topic), 671, 690
- Two additional JOMC courses (six hours) to reach 39 hours

This specialization will equip students with basic skills in both disciplines and is most valuable for students who may work in small agencies or businesses after graduation, or for students whose goal is a law degree.

B.A. Major in Journalism and Mass Communication: Journalism Curriculum

The journalism curriculum is for students who wish to become journalists, who want to broadcast, report, write, photograph, and present news and information to better inform society. These students learn techniques and theories to conceptualize information within the context of an independent press designed to create an informed public able to govern itself.

Journalism Core Requirements

- JOMC 221 Audio-Video Information Gathering
- JOMC 253 Introduction to Public Affairs Reporting. Students are encouraged to take this course simultaneously with 221. Students specializing in editing and graphic design must substitute 157 for 253.

- At least four courses in one of five areas: editing and graphic design, broadcast and electronic journalism, multimedia, photojournalism, and reporting:
 - Editing and graphic design (four-course minimum): JOMC 182 and at least three of the following courses: JOMC 187, 253, 457, 463, 482, 483, 484
 - Broadcast and electronic journalism (four-course minimum): JOMC 121, 421, 422 or 426, and at least one additional course from the following list: JOMC 422, 423, 424, 425, 426, 427, 428, 429
 - Multimedia (four-course minimum): JOMC 187, 581, 582 or 583, 586
 - Photojournalism (four-course minimum): JOMC 180, 480, 481, 582 or 584
 - Reporting (four-course minimum): JOMC 157 and at least three courses from the following list: JOMC 121, 256, 258, 451, 452, 453, 454, 456, 457, 459, 463, 491 (when appropriate topic)
- Two additional JOMC courses (six hours) to reach 39 hours

Majoring in Business Journalism: Bachelor of Arts

Stock market swings on Wall Street, changes in how corporate America operates and is governed, and fluctuations in the United States and global economies have left many journalists and communication professionals scrambling to improve their skills to cover such stories. The bachelor of arts with a major in business journalism teaches undergraduate students the concepts, skills, and techniques needed to report and write about such issues for journalism and mass communication in the 21st century. It is the only such program in the University system and the only such undergraduate program at any public university east of the Mississippi River.

The School of Journalism and Mass Communication, in conjunction with the Kenan–Flagler Business School, created the major in business journalism to enable potential journalists and other communication professionals to address the growing need for understanding how markets and business work and the ability to explain these increasingly complex areas in a way that the average mass communication consumer can understand. The program prepares undergraduate students for positions primarily in journalism but also in public relations and internal communications.

The major in business journalism builds on the success of the school's certificate program in business journalism, which began enrolling students in 2004. Graduates of the certificate program have gone on to jobs at *The Wall Street Journal*, *The New York Times*, Bloomberg News, Reuters, and other business media, as well as to jobs in corporate communications. Journalists and communicators with an understanding of how the business world works—and an ability to write about it—are valued employees in today's media world.

Admission Requirements

Students must apply within the School of Journalism and Mass Communication. Applications will only be accepted each fall. The earliest students may apply is the fall of their sophomore year. Because admission to the major is by application only, a student should predeclare reporting as their intended specialization in the journal-

ism school with an advisor in the Academic Advising Program. To enter the program, a student must be classified as a junior (a total of 60 or more completed hours) the fall following their application and have a cumulative grade point average of 3.1.

Students must provide the following documents: 1) application, 2) résumé, 3) writing sample, 4) 200-word statement explaining why they want to join the program, and 5) two letters of recommendation.

Core Requirements

- BUSI 403, 404, 407, 408 (BUSI 101 and ECON 410 are prerequisites)
- JOMC 141, 153, 340, 450, 451, 452

Additional Requirements

- At least one course from BUSI 401, 405, 406, 409 (if you choose BUSI 409 you will need one additional BUSI course from this list.)
- At least one course from JOMC 137, 157, 221, 253, 551, 552
- MATH 152, 231, or 232; or STOR 112 or 113. Students receiving credit by examination for both MATH 231 and 232 are exempt from this requirement.
- STOR 155
- Social and behavioral sciences (nonhistorical) Approaches requirement: Students must take ECON 101 Introduction to Economics, and POLI 100 Introduction to Government in the United States, 208 Political Parties and Elections, or 209 Analyzing Public Opinion.
- Social and behavioral sciences (historical analysis) Approaches requirement: Students must take HIST 128 American History since 1865.
- Students must complete at least 21 credit hours with C grades or better in JOMC courses.
- Students must complete at least 13.5 hours with C grades or better in BUSI courses.

In order to graduate, business journalism majors must achieve a score of at least 70 percent on the school's usage and grammar exam. Students have several opportunities to take the usage and grammar exam before they graduate.

To receive a bachelor of arts degree with a major in business journalism, students must complete at least 120 credit hours with a minimum 2.0 grade point average as required by the University.

Minoring in Journalism and Mass Communication

Students from outside the school may earn a minor in journalism and mass communication. Participation is limited, and interested students must apply to the senior associate dean of the school by January 15. Preference is given to sophomores.

Students must choose one of the following specializations and complete at least 15 credit hours with C grades or better in JOMC courses taken at UNC–Chapel Hill.

Minors are not required to pass the school's usage and grammar exam.

Reporting

- Either JOMC 141 or 340
- JOMC 153, 157, and 253
- One course from the following list: JOMC 256, 258, 451, 452, 453, or 491 (when appropriate topic)

Business Journalism (6 courses)

- Either JOMC 137 or 253
- Either JOMC 141 or 340
- JOMC 153, 450, 451, and 452

Advertising

- JOMC 137, 153, 271, and 272
- One course from the following list: JOMC 141, 240, 242, 340, 342, 349, 441, 442, 445, 446, 448, 491 (when appropriate topic), 671, or 690

Public Relations

- JOMC 137, 153, and 232
- Either JOMC 431 or 434
- One course from the following list: JOMC 141, 240, 242, 340, 342, 349, 441, 442, 445, 446, 448, 450, or 491 (when appropriate topic)

Broadcast and Electronic Journalism

- JOMC 221, 252, and 421
- Either JOMC 141 or 340
- One course from the following list: JOMC 240, 242, 342, 349, 441, 442, 445, 446, 448, or 491 (when appropriate topic)

Mass Communication and Society

- JOMC 240
- Four courses from the following list: 141, 242, 340, 342, 349, 424, 441, 442, 445, 446, or 448

Certificate Programs

A certificate signifying a concentration of three or more courses in a related field of study is noted on a student's transcript. A limited number of students (within and outside the school) are admitted to each program and guaranteed a seat in the three required courses.

Certificate in Sports Communication

The program, which aims to lead the nation in educating young practitioners about important issues of sports in the United States and beyond, provides courses about sports and the media, offers internships and scholarships for students, and brings visiting lecturers to the school. Students interested in applying to the program should contact the director of the sports communication program. Students must complete three of the following four courses to receive the certificate: JOMC 376, 377, 429, 455, 476.

Certificate in Business Journalism

The certificate in business journalism is offered for students within and outside the school interested in a career in business reporting or editing as well as for students interested in careers in corporate communication and corporate advertising. Students interested in applying to the program should contact the director of the business journalism program. Students must complete three courses to receive the certificate: JOMC 450, 451, and 452.

Certificate in Latina/o Journalism and Media

The certificate is an interdisciplinary program of the School of Journalism and Mass Communication, the Department of Romance Languages and Literatures, and the Department of English and Comparative Literature through its Latina/o studies minor and program. It is offered only to journalism and mass communication

majors. Students must complete four courses (12 credit hours) to receive the certificate.

- JOMC 443
- SPAN 369
- Advanced Spanish proficiency, which may be satisfied by completing SPAN 326, 335, 375, or by passing a proficiency examination
- An introductory Latina/o studies course, which may be fulfilled by ENGL 364, GEOG 430 or 452, HIST 241, LTAM 291, or MUSC 147.

One course (three credit hours) counting towards the certificate may double count in other majors or minors.

Honors in Journalism and Mass Communication

An honors program is available to students who have demonstrated their ability to perform distinguished work. Invitation to the senior-level honors courses (JOMC 691H and 692H) is based upon a grade point average of 3.5 or better in the major and 3.3 overall, recommendation by a faculty member in the school, and approval by the director of the honors program. Students successfully completing the program are graduated with honors or with highest honors.

Advising

When a student enters the School of Journalism and Mass Communication all advising is in Carroll Hall, Student Records and Registration (Rooms 158–160), Monday through Friday, 8:00 a.m. to 5:00 p.m., year-round. Students are strongly encouraged to meet regularly with an advisor.

Special Opportunities in Journalism and Mass Communication**Student Involvement**

Students are urged to work on campus publications and other programs, including *The Daily Tar Heel*, *The Carolina Communicator*, "Carolina Week," "Carolina Connection," *Black Ink*, and *Blue & White*. In addition, the school operates the Reese News Lab, where students can also gain experience. Students are also encouraged to join appropriate professional organizations, including campus chapters of the Society of Professional Journalists, American Advertising Federation, Public Relations Student Society of America, Carolina Association of Black Journalists (affiliated with the National Association of Black Journalists), Electronic News Association of the Carolinas, Society for News Design, and National Press Photographers Association.

Experiential Education

The practicum course (JOMC 393) offers students an opportunity to do supervised professional work during a regular semester for one credit hour, with a maximum of three credit hours total. Students work on area media or in media-related positions for eight to 10 hours a week and write a report at the end of the semester.

Internships

The school strongly encourages students to obtain internships, primarily in the summer, because they provide invaluable professional

experience. Reporting, advertising, photojournalism, graphic design, broadcast news, public relations, business, and other internships are possible. Students can enroll in JOMC 393 to receive internship credit. The school's career services director oversees internship credit. Many media organizations in North Carolina and other states send executives to the school to interview students for internships. When JOMC 393 or other courses are an internship, the credit does not count toward graduation requirements for journalism–mass communication. Approval is required from the senior associate dean for other special studies courses.

Study Abroad

Students are encouraged to study abroad. Students should consult with the study abroad advisor and the senior associate dean to determine any journalism–mass communication course credit prior to the study abroad term.

Undergraduate Scholarships

Many special scholarships are available to journalism–mass communication majors and to students transferring into the school. For information, see the school's Web site or write the senior associate dean of the school by December 1 for the following academic year.

Undergraduate Research

Undergraduates participate in research through a research pool that assists faculty in their research and creative activities, through independent studies with faculty members to work on specific projects, and through the school's honors program, which engages the student in substantive research that culminates in a thesis in the senior year.

Graduate School

The school offers an M.A. degree in mass communication and a Ph.D. degree in mass communication. JOMC graduate courses may be used as minor or supplementary courses for the M.A. and Ph.D. in other fields. For further information on the graduate program, write to the associate dean for graduate studies of the School of Journalism and Mass Communication or see the school's Web site.

Career Opportunities

The school operates a Career Services Office (located in Student Records and Registration Suite), which seeks to fit the right graduating senior (or alumnus or alumna) with the right job. Students in the school are also encouraged to use the services of University Career Services.

Contact Information

Information is available from the Office of Student Records and Registration in Carroll Hall, from the Dean's Office in 117 Carroll Hall, or from the senior associate dean or associate dean for undergraduate studies. Current and prospective students will also find the school's Web site helpful. A weekly newsletter is emailed to JOMC majors and premajors during the academic year. Contact the assistant dean for communication to be added to the listserv.

School of Journalism and Mass Communication, CB# 3365, Carroll Hall, (919) 962-1204. Web site: www.jomc.unc.edu.

JOMC

61 First-Year Seminar: Sex, Drugs, and Rock 'n' Roll: Teen Health and the Media (3). Students will examine the existing research and gather their own evidence for or against negative health effects. They will create media literacy exercise that could help interpret/resist negative health effects.

89 First-Year Seminar: Special Topics (3). Special topics course. Contents will vary each semester.

100 Grammar for Journalists (1). The goal of this course is to teach students basic skills in grammar, punctuation, and spelling and help prepare them for the school's spelling and grammar exam. Students must earn a score of 70 or above on the exam to receive their degree.

101 The Media Revolution: From Gutenberg to Zuckerberg and Beyond (3). An introduction to the various facets of communication from the objective world of news media to the persuasive worlds of advertising, public relations, and social media. Developing skills and strengthening knowledge concerning media and communication industries, their content, and their effects on society as well as on individuals.

102 Future Vision: Exploring the Visual World (3). Survey of visual communication tools, techniques, and theories, and how they may be used in all areas of the mass media, present and future. Not open to students who have already taken JOMC 180, 182, or 187.

120 Introduction to Video Production and Editing (3). Prerequisite, JOMC 252. Permission of the instructor. Introduction to video production, with close attention to refining creative and technical skills while preparing professional-quality video segments.

137 Principles of Advertising and Public Relations (3). Survey of the economics, philosophy, and history of both fields with emphasis on research, foundations, design, execution, and assessment of strategic communication efforts. Provides an understanding of both disciplines, including historical developments, issues and controversies, best practices, career opportunities, and components of successful advertising and public relations campaigns.

141 Professional Problems and Ethics (3). Explore what constitutes ethical practices, what interferes with ethical practices, and what emerging ethical issues may challenge the newest generation of professional communicators. Cases involve print, broadcast, and Internet news media; photojournalism; graphic design; public relations; and advertising.

153 Writing and Reporting (3). A laboratory course that teaches journalistic skills essential to writing across platforms. Practice in using news gathering tools, such as sourcing and interviewing techniques; writing stories, including leads, organization, quotations, and data; editing for grammar, punctuation, brevity, style, and accuracy; and critical thinking about news values and audiences.

157 News Editing (3). Prerequisite, JOMC 153. Study and practice in copyediting, headline writing, and caption writing for print, digital, and social media.

180 Beginning Photojournalism (3). Permission of the school. An introductory course in photojournalistic technique and content gathering. Students photograph, edit, and publish assignments,

including general news events, sports, feature and portrait assignments, and a picture story.

181 Intermediate Photojournalism (3). Prerequisite, JOMC 180. Permission of the school. Students expand their personal photographic vision and professional portfolio by honing their knowledge and skills of studio and location lighting, propping, and styling. Students learn studio and location portraiture and photo illustration and create a photo essay or portrait series.

182 Introduction to Graphic Design (3). Permission of the school. Principles and practices of design, typography, graphics, and production for visual communication for print and electronic media. Computer graphics and pagination.

187 Introduction to Interactive Media (3). Permission of the school. Entry-level course in multimedia storytelling that includes modules on theory; the profession; design; content gathering; and editing, programming, publishing, and usability.

221 Audio-Video Information Gathering (3). Prerequisite, JOMC 153. Restricted to declared journalism majors and minors. Introduces students to the tools and skills needed to engage in quality news-oriented storytelling with audio, video, and multimedia. Students will learn to deliver news stories using multiple platforms, taking advantage of the strengths of each.

232 Public Relations Writing (3). Prerequisites, JOMC 137 and 153. Service-learning course provides hands-on practice in developing multiplatform communication tools (print, digital, and social media) used by public relations practitioners.

240 Current Issues in Mass Communication (3). Analysis of the interrelationships between United States mass media and the society that they serve.

242 From Gutenberg to Google: A History of Media (3). A historical examination of the changing role of the media professional and forms of media and communication as they have developed in relation to particular social, political, economic, and technological conditions.

244 Talk Politics: An Introduction to Political Communication (3). Prerequisite, JOMC 153. An overview of political communication issues and an examination of political campaigns for students who intend to practice communication in the public arena and for those interested in political processes.

245 Sports and the Media (1). A comprehensive overview of the relationship between sports and the media. Athletes, coaches, and professionals share what goes into producing the sports journalism that we read, listen to, and watch.

252 Audio Journalism (3). Students learn how to conceive, research, report, and produce audio stories for broadcast on radio and/or streaming on the Web. Students also learn interviewing and reporting techniques that will prepare them for higher-level courses.

253 Introduction to Public Affairs Reporting (3). Prerequisite, JOMC 153. Exercises in news gathering, interviewing, and writing news regardless of the delivery platform.

256 Feature Writing (3). Prerequisite, JOMC 153. Instruction and practice in writing feature articles for newspapers and magazines.

258 Opinion Writing (3). Prerequisite, JOMC 153. Practice in writing commentary for all forms of mass communication, from journalism to public relations, no matter the delivery format.

271 Advertising Copy and Communication (3). Prerequisite, JOMC 137. Application of findings from social science research; social responsibility of the copywriter and advertiser; preparation of advertisements for the mass media; research in copy testing.

272 Advertising Media (3). Prerequisite, JOMC 137. The media-planning function in advertising for both buyers and sellers of media; the relationships among media, messages, and audiences; computer analysis.

279 Advertising and Public Relations Research (3). Prerequisite, JOMC 137. Critical understanding and application of quantitative and qualitative methods used in the strategic planning and evaluation of advertising and public relations campaigns.

296 Individual Study (3). Permission of the instructor. An individual readings and problems course to be directed by a faculty member in whose field of interest the subject matter lies.

333 Video Communication for Public Relations and Marketing (3). Prerequisite, JOMC 137. Introduction to the use of video as a means of communicating with a variety of an organization's publics, both internal and external. Significant emphasis on building professional skills including teamwork, project management, client management, and creative problem solving.

334 Presentation Design for Strategic Communication (3). Students learn basic principles of graphic design vocabulary and work with related software. By the end of the course, students should be able to accomplish basic design tasks, understand how software applications work together, and be able to use software as a comfortable part of the creative design process.

340 Introduction to Media Law (3). Prerequisite, JOMC 153. Focuses on speech and press freedoms under the First Amendment. Topics include prior restraint, libel, privacy, free press-fair trial, federal regulation of electronic and new media, freedom of information, and international issues. Focused sections, one for advertising/public relations/strategic communication students and one for all other students, explore related topics.

342 The Black Press and United States History (3). A chronological survey of the African American press in the United States since 1827. Emphasis is on key people and issues during critical areas in the African American experience.

344 Censorship (3). Its history, conflicting philosophies and practice through politics, government, ethnicity, religion, pressure groups, the media, and the law, with emphasis on events and personalities.

349 Introduction to Internet Issues and Concepts (3). Students develop an understanding of social, legal, political, and other issues related to the use of the Internet. Offered online.

376 Sports Marketing and Advertising (3). Examines the range of promotional techniques being used in the modern sports industry. Topics include sponsorships, advertising, merchandising, and the effects of commercialization.

377 Sports Communication (3). Permission of the instructor. Examination of organizations involved in the sports communication

field, including publishing, team and league media relations, college sports information offices, broadcasting, and advertising.

393 Mass Communication Practicum (1–3). Prerequisite, JOMC 153. Permission of the instructor for students lacking the prerequisite. Students work with area media and advertising and public relations firms and meet weekly for consultation and evaluation by the faculty advisor. Must be taken Pass/Fail only.

421 Television News Reporting and Producing (3). Prerequisites, JOMC 221 and 252. This course covers writing, reporting, and producing television news stories and programs, with emphasis on basic as well as innovative broadcast story forms.

422 Producing Television News (3). Prerequisite, JOMC 421. Permission of the instructor. Students work under faculty guidance to produce “Carolina Week,” a television news program, and are responsible for all production tasks such as producing, reporting, anchoring, directing, and others.

423 Television News and Production Management (3). Prerequisite, JOMC 422. Permission of the instructor. Students participate in a collaborative-learning environment to hone skills learned in earlier courses and help less-experienced students acclimate to the broadcast news experience within the school. By invitation only.

424 Media Management and Policy (3). An introduction to media management, generally, and the supervision and motivation of employees, specifically. The course also delves into policy and legal issues impacting modern media operations. It explores the special skills associated with management of media properties in the context of constant change.

425 Voice and Diction (3). Designed to help students develop presentation skills and use voices effectively as professional broadcast journalists.

426 Producing Radio (3). Prerequisite, JOMC 252. Students work under faculty guidance to produce “Carolina Connection,” a weekly 30-minute radio news program, and are responsible for all production tasks: producing, reporting, anchoring, and editing.

427 Studio Production for Television News (3). Prerequisite, JOMC 221. This course is a project-based, hands-on studio production course with special focus on technical skill development and directing in a news environment.

428 Broadcast History (3). A theoretical course designed to help students develop an understanding of and an appreciation for the role broadcast journalism has played in recent American history.

429 Sports Xtra (3). Prerequisite, JOMC 221. In this course students will produce a weekly sports highlights, analysis, and commentary program for distribution via cable television. Students fill all editorial, field production, and studio production positions.

431 Case Studies in Public Relations (3). Prerequisite, JOMC 137. Helps students think as public relations professionals who deal with the demanding, dynamic environment of corporate, government, and nonprofit public relations. Students examine real-world situations and strategies, discussing factors that affect how public relations is practiced in organizations, including identifying stakeholder groups, developing strategies, embracing diversity, and recognizing ethical issues.

433 Crisis Communication (3). Prerequisites, JOMC 137 and 153. Provides an assessment and understanding of crises, examining the role public relations professionals play in helping organizations use mass communication theories and best practices. Includes media training. Introduces students to areas of crisis research, allowing them to complete the Federal Emergency Management Agency’s National Incident Management System certification.

434 Public Relations Campaigns (3). Prerequisites, JOMC 232, 279, and 431. In this capstone experience, students apply concepts and skills from earlier classes to develop a campaign plan for a client organization. Activities include conducting background and audience research; developing realistic objectives, strategies, tactics, and evaluation plans; producing a portfolio of supporting materials; and pitching the campaign to the client.

435 Public Information Strategies (3). Prerequisite, JOMC 137. This course provides a comprehensive assessment and understanding of the role of public relations professionals throughout government and the nonprofit sector as well. The course examines the unique requirements placed on communicators who are simultaneously responsible for representing their respective organizations while keeping the public informed.

440 Law of Cyberspace (3). Prerequisite, JOMC 340. Explains legal issues raised by Internet communication and guides students in thinking critically about how those issues can be resolved. Reviews how courts, other branches of government, the private sector, and legal scholars have responded to the Internet. Topics may include digital copyright, net neutrality, privacy, and Internet censorship abroad.

441 Diversity and Communication (3). An examination of racial stereotypes and minority portrayals in United States culture and communication. Emphasis is on the portrayal of Native Americans, African Americans, Hispanics, and Asian Americans in the mass media.

442 Gender, Class, Race, and Mass Media (WMST 442) (3). The media play a critical role in the construction and contestation of ideas about gender, class, and race. Using a range of methods, students will analyze media messages past and present to understand how gender, race, and class influence media production and consumption.

443 Latino Media Studies (3). An introductory course to the study of United States Latina/os and the media. It analyzes the media portrayal of Latina/os in United States mainstream media. The course also examines media that cater to Latina/os and explores the way in which Latina/o audiences use the multiple media offerings available to them.

445 Process and Effects of Mass Communication (3). Mass communication as a social process, incorporating literature from journalism, social psychology, sociology, political science, and history. To acquaint students with factors in message construction, dissemination, and reception by audiences.

446 Global Communication and Comparative Journalism (3). Covers theories explaining the workings of global and local communication systems, the transnational flow of news, and opportunities and challenges that social media and other new platforms pose to the production and distribution of news. It also familiarizes students with the media communication systems of key countries.

447 International Media Studies (3). The study of media system operations in a particular country, such as Mexico, including how news and information are disseminated and used by audiences. Taught in the spring semester and includes a trip to that country during spring break.

448 Freedom of Expression in the United States (3). An examination of the development of freedom of expression in the United States within the context of the nation's history.

449 Blogging, Smart Mobs, and We the Media (3). For advanced undergraduates through Ph.D. students. Practical and theoretical approaches to understanding, designing, building, and using virtual communities, including studies of network capital, social capital, and social production.

450 Business and the Media (3). Role of media in United States society and effects on public perceptions of business. Relationship of business press and corporate America. Current issues in business journalism.

451 Economics Reporting (3). Prerequisite, JOMC 153. Coverage of Wall Street and the economy, including stocks, bonds, and economic indicators. Reporting on the Federal Reserve, labor, consumer sector, manufacturing and inflation, and certain industries.

452 Business Reporting (3). Prerequisite, JOMC 153. Methods and tactics of covering businesses for mass communication. Why and how companies operate and how to write stories about corporate news from public records and other sources.

453 Advanced Reporting (3). Prerequisites, JOMC 153 and 253. Rigorous, in-depth instruction and critiques of students' news and feature assignments done with different reporting methodologies: interviewing, official records, direct and participant observation, and survey research (the Carolina Poll).

454 Advanced Feature Writing (3). Prerequisites, JOMC 153 and 256. Writing and reporting important topics in in-depth feature articles. Discussion and utilization of writing and reporting techniques in order to complete articles for publication or other dissemination. In-depth instruction and critiques of student work.

455 Sports Writing (3). Researching and writing sports stories, including game coverage, magazine features, and opinion columns. Students complete reporting and writing exercises inside and outside of the classroom.

456 Magazine Writing and Editing (3). Prerequisites, JOMC 153 and 256. Instruction and practice in planning, writing, and editing copy for magazines.

457 Advanced Editing (3). Prerequisite, JOMC 157. Concentration on the editing and display of complex news and features stories and other print media content with a significant emphasis on newspaper design and graphics.

458 Southern Politics: Critical Thinking and Writing (3). Interpretive-contextual journalism focused on the trends, issues, and politics that influence democracy in North Carolina, the American South, and the nation. Through readings and the practice of analytical journalism, the course explores government policy making, election campaigns, social and economic trends, ethics, and citizen-leader relationships.

459 Community Journalism (3). Prerequisite, JOMC 153. Comprehensive study of the community press, including policies, procedures, and issues surrounding the production of smaller newspapers within the context of the community in its social and civic setting.

463 News Lab: Creating Tomorrow's News Products (3). Students work under faculty guidance to develop and test an idea for a start-up news product. Students will create a prototype, test it on a target market, and compile a business feasibility report for the product. The course emphasizes collaboration among students with a variety of skills and experiences.

471 Advanced Advertising Copywriting (3). Prerequisite, JOMC 271. Permission of the instructor. Rigorous, in-depth instruction and critiques of student advertising writing.

472 Art Direction in Advertising (3). This course provide students with finished advertising for their portfolios through visual theory instruction, creative exercises, and strategy application.

473 Advertising Campaigns (3). Prerequisite, JOMC 271 or 272. Planning and executing advertising campaigns; types and methods of advertising research; the economic function of advertising in society.

474 The Branding of Me (3). Prerequisite, JOMC 477. What have you done to brand yourself? Students will use YouTube, Twitter, and Facebook in a calculated plan with other new-media marketing tools to land that first job.

475 Concepts of Marketing (3). Designed to provide the larger business context for students anticipating careers in advertising, public relations, and other media industries, the course teaches the vocabulary and basic concepts of marketing as it will be practiced.

476 Ethical Issues and Sports Communication (3). Permission of the instructor. Ethical dilemmas and decisions in the commercialization and coverage of sports, including the influence of television, pressure to change traditions and standards for monetary reasons, and negative influences on athletes.

477 New Media Technologies: Their Impact on the Future of Advertising, Marketing, and Public Relations (3). This course will introduce you to the nontraditional, future vision required to be successful in advertising, marketing, and public relations and the more personal, individualized technologies that will grab people's attention in the future.

478 Media Marketing (3). Prerequisite, JOMC 137. Principles and practices of retail advertising in all media, with emphasis on selling, writing, and layout of retail advertising for the print media.

480 Advanced Photojournalism (3). Prerequisite, JOMC 180; pre- or corequisite, JOMC 153. Permission of the school. Advanced course in photojournalism content gathering, history, ethics and storytelling. Students shoot advanced newspaper and magazine assignments and create short multimedia stories combining photography, audio, and video.

481 Documentary Photojournalism (3). Prerequisite, JOMC 480. Permission of the school. Students study the documentary tradition and produce stories within the social documentary genre of photojournalism. Students choose a relevant social issue and create a multimedia Web site featuring long-form documentary storytelling.

482 News Design (3). Prerequisite, JOMC 182; pre- or corequisite, JOMC 153. Detailed study of page layout and graphics techniques for all forms of news media.

483 Magazine Design (3). Prerequisite, JOMC 482. Permission of the school. Detailed study of page layout and graphics techniques in magazines.

484 Information Graphics (3). Prerequisite, JOMC 182. Permission of the instructor for students lacking the prerequisite. Study and application of graphic design and information-gathering techniques to creating charts, maps, and diagrams.

485 Publication Design (3). Prerequisite, JOMC 182; pre- or corequisite, JOMC 153; permission of the instructor. Detailed study and application of graphic design techniques in magazines, newspapers, advertising, and corporate communication.

486 Motion Graphics (3). Detailed study and application of motion-graphic techniques that utilize the combination of words, photos, graphics, video, sound, and voice-overs to convey stories for news and entertainment. Students learn Adobe After Effects software and the art of storytelling to enable them to conceptualize and execute digital animations.

490 Special Topics in Mass Communication (1–3). Small classes on various aspects of journalism–mass communication with subjects and instructors varying each semester. Descriptions for each section available on the school’s Web site under Course Details.

491 Special Skills in Mass Communication (1–3). Courses on various skills in journalism–mass communication with subjects and instructors varying each semester. This course satisfies a skills- or craft-course requirement. Descriptions for each section available on the school’s Web site under Course Details.

551 Digital Media Economics and Behavior (3). The course will focus on the changing economics affecting 21st-century news organizations and the economic drivers of other content providers such as music companies, the film industry, online aggregators, and commerce sites for lessons that can be applied across industry segments.

552 Leadership in a Time of Change (3). Prerequisite, JOMC 452, 475, or 551. During a time of fast-paced technological innovation, this course examines the critical strategic choices facing media executives. Students will observe and research a media company that is making the transition, as well as produce a case study on that effort.

560 Medical and Science Journalism (HBEH 660, HPM 550) (3). Prepares students to work as medical and science journalists. The course emphasizes writing skills in all delivery formats and interpreting medical, health, and science information for consumers.

561 Medical and Science Video Storytelling (HBEH 561, HPM 551) (3). Students work in teams to produce, shoot, script and report medical, environmental, and science stories for broadcast on “Carolina Week,” the award-winning, student-produced television newscast.

562 Science Documentary Television (HBEH 562, HPM 552) (3). Students work in teams to conceive, produce, and script mini-documentaries on science and environmental topics for broadcast on North Carolina Public Television.

564 Medical and Science Reporting (3). Prerequisite, JOMC 153. Required preparation, a second reporting or writing course. Focuses on developing strategies to research and write about medical issues, specifically selecting topics, finding and evaluating sources, and information gathering. Students produce a range of stories, from short consumer pieces to in-depth articles.

565 Environmental Storytelling (ENEC 565) (3). An interdisciplinary course for students interested in environmental issues or journalism to produce stories about environmental issues that matter to North Carolinians. Students learn to identify credible sources, manage substantial amounts of information, and find story focus as they report on technical and often controversial subjects in a variety of media.

581 Multimedia Design (3). Prerequisite, JOMC 187. Permission of the instructor for students lacking the prerequisite. Theory and practice of multimedia design with an emphasis on usability, design theory, and evaluative methodologies, including focus groups, survey research, eye-track testing, and search engine optimization.

582 Multimedia Narratives (3). Prerequisites, JOMC 180 or 187, and 221. Permission of the school. Students learn how to gather audio and video content, editing and storytelling techniques, and how to publish these media onto a variety of multimedia platforms.

583 Multimedia Programming and Production (3). Prerequisite, JOMC 187. Permission of the school. Advanced course in multimedia programming languages that includes designing and building dynamic projects.

584 Documentary Multimedia Storytelling (3). Permission of the instructor. Students work on a semester-long documentary multimedia project that includes photo and video journalists, audio recordists, designers, infographics artists, and programmers. Open by application to students who have completed an advanced course in visual or electronic communication.

586 Intermediate Interactive Media (3). Prerequisite JOMC 187. Web programming, graphic design, and storytelling for the Web. Students will use HTML5 CSS3, JavaScript, and other Web publishing languages while learning how to design, storyboard, and script an interactive storytelling project. Students will collect and incorporate photos, text, video, graphics, and database information into interactive multimedia presentations.

585 3D Design Studio (3). Prerequisites, JOMC 187 and 182. Permission of the instructor. The use of three-dimensional design and animation to create visual explanations.

587 Multimedia Storytelling: Carolina Photojournalism Workshop (3). The Carolina Photojournalism Workshop has a dual mission: to provide an immersive, real-world learning experience for students, and to create and publish exceptional multimedia content on the culture of North Carolina that can be a resource for people in our state and the world.

602 Mass Communication Education in the Secondary School (3). Graduate standing. Readings, discussion, and projects fostering excellence in teaching journalism–mass communication in the high school, from philosophy and practice to professional skills.

603 Mass Communication Law in the Secondary School (3). Graduate standing. Application of First Amendment speech and press freedoms to secondary school media, including libel, privacy, access to information, journalistic privilege, prior restraint, advertising and broadcast regulations, and ethical practices.

604 Mass Communication Writing and Editing in the Secondary School (3). Graduate standing. High school journalism teachers and advisors learn to teach the skills journalists need to communicate. Emphasis on writing and thinking skills necessary to convert information into clear messages.

605 Design and Production of Secondary School Publications (3). Graduate standing. High school journalism teachers and advisors learn to teach the skills journalists need to produce publications. Designed for persons with no background in design. Degree-seeking students may not use both JOMC 182 and 605 to complete degree requirements.

671 Social Marketing Campaigns (3). Social marketing is the application of marketing concepts and practices to bring about behavior change for a social good. This course is designed as a service-learning course and fulfills the experiential education requirement.

690 Special Topics in Advertising (1–3). Courses on special topics in advertising with subjects and instructors varying each semester.

691H Introductory Honors Course (3). Permission of the instructor. Required of all students reading for honors in journalism.

692H Honors Essay (3). Permission of the instructor. Required of all students reading for honors in journalism.

Summer School

summer.unc.edu

JAN JOHNSON YOPP, *Dean*

History

The University of North Carolina at Chapel Hill established what was possibly the first United States summer school in 1877. It enrolled 235 students in courses from 10 disciplines. Women were first admitted into University courses during this summer session. Students came from 42 North Carolina counties and several neighboring states. By 1925, 19,983 students had enrolled in Summer School. The University has continued annually to provide a wide offering of summer academic opportunities to the people of North Carolina and other residents from this country and abroad. From 1934 to 1987 the programs were administered by the Office of Summer Sessions. The traditional name of Summer School was reinstated in 1988.

Opportunities

The College of Arts and Sciences as well as many professional schools offer summer courses for undergraduates and graduates. The same

faculty members who make the University one of the nation's best teach the courses, assisted by visiting professors who are specially recruited by departments for this purpose.

Summer School is central to the teaching mission of the University. The summer is one of the three periods during which the campus is open for formal instruction. Summer courses are of comparable quality and provide the same credit as corresponding courses in the fall or spring terms.

For students who have problems in the fall or spring terms getting courses they need or have to choose between courses, summer provides a time when the course can be taken. This option relieves pressure on fall and spring enrollments, creates opportunities to enhance students' programs, increases student access to courses in nonmajor fields and other schools, and ensures that students can complete their degree requirements in a timely manner.

Because some subjects are best learned in an intensive and concentrated way, summer provides a time when students can focus on a single field. This learning style is particularly useful for some laboratory experiences, concentrated arts courses, and foreign languages. Some curricula require field study or research projects, and summer uniquely allows time for these studies.

During the summer, faculty members and students can concentrate on one or two courses without interruptions of other administrative, academic, and social events that exist during the year. The total number of students is fewer in the summer, and the mix includes greater diversity and a higher proportion of nontraditional and visiting students than during the fall or spring terms. Because class sizes are smaller and classes meet daily, students interact more with faculty and one another.

The summer program is also one of the key ways the campus reaches out to visiting and postdegree students who can benefit from what the University has to offer. Finally, summer is a time for faculty members to develop and experiment with new content and teaching models that can be incorporated into fall or spring courses as well.

Programs

Summer School within Academic Affairs offers two sessions of five weeks each, a three-week Maymester, and other short courses with various beginning and ending dates. In recent years about 600 different sections of courses have been offered each summer to about 5,000 students in Summer Session I and about 4,000 in Summer Session II. The available courses include many that satisfy undergraduate degree requirements. Twelve semester hours of credit typically would be earned by a full-time summer student over both summer sessions. Many students take fewer hours or attend only one session. Total credit hours earned by Academic Affairs students in the summer are about 40,000. About 95 percent of summer students are regular UNC–Chapel Hill students, and the other 5 percent are visiting students.

In recent summers, enrolled students have come from all 100 counties in North Carolina and all 50 states, as well as the District of Columbia, Puerto Rico, the Virgin Islands, and 60 foreign countries.

Highlights

Summer School highlights include concentrated three-week courses offered in Maymester, five-week online courses, some field courses