

# JOURNALISM AND MEDIA MANAGEMENT (JMM)

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## **JMM 102. Understanding Media Industries. 3 Credit Hours.**

This course examines how traditional and new media industries are economically structured and how various media content influences audiences and culture. Historical, technological, and regulatory issues related to the different media platforms will also be discussed from a comparative perspective.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

## **JMM 106. Visual Design. 3 Credit Hours.**

This course is an introduction to the principles of design, typography, color theory, usability and interactivity as they apply to the layout and design of content for print and digital media.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

## **JMM 108. Writing for the Digital Age. 3 Credit Hours.**

This course provides students with an understanding of writing styles appropriate for communicating in the digital age, with particular emphasis on grammar, spelling, syntax and clarity. It provides a solid foundation for further practice and specialization in various types of multimedia communication.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

## **JMM 206. Special Topics in Journalism and Media Management. 3 Credit Hours.**

This course subject matter varies according to announced special topics. See class schedule for details.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

## **JMM 208. Fundamentals of Newsgathering. 3 Credit Hours.**

Skill development in gathering facts and other material for, and in preparation of, news stories in a variety of genres across platforms. Focus on gathering information from multiple sources, analyzing and organizing information for dissemination, and presenting the most pertinent facts clearly and cohesively to multiple media outlets.

Prerequisites: JMM 111 or JMM 108.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

## **JMM 221. Introduction to Documentary Photography. 3 Credit Hours.**

Course is designed to develop skills in visual storytelling. Students will learn to produce images and recognize what makes good photographs in terms of content, composition, and technical quality.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

## **JMM 233. Television Performance. 3 Credit Hours.**

Introduction to communication concepts and skills involved in on-camera duties such as anchoring, interviewing and live reporting.

**Components:** STU.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

## **JMM 245. Introduction to Electronic Media Production. 3 Credit Hours.**

Introduction to the theory, process, and procedure of electronic media production. Lecture and laboratory are included.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

## **JMM 285. Applied Statistics for Journalism and Media Management. 3 Credit Hours.**

This course provides students an introduction to descriptive and bivariate inferential statistics to better understand and use media research and analysis. Computer applications are included.

Pre-Requisite: MTH 101 or ALEKS Score  $\geq 70$  or Math SAT  $\geq 670$  or Math ACT  $\geq 29$ .

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 300. Journalism Practicum. 1 Credit Hour.**

Prescribed study and supervised work with faculty and staff of student media such as UMTV programs, The Miami Hurricane, Distraction, or related student media. Students receive hands on knowledge and experience in a working news environment.

**Components:** PRA.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 301. Media Research and Analysis. 3 Credit Hours.**

Survey of qualitative and quantitative research methods used to collect and analyze data on media audiences. Course also covers metrics used by media industries. Practice in conducting small-scale audience measurement is included.

Pre-Requisite: JMM 102 and JMM 285.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**JMM 303. Communication Law and Policy. 3 Credit Hours.**

A study of First Amendment law and theories concerning libel, privacy, copyright, advertising, corporate communications, reporter privilege, free-press/fair trial, pornography, access to government information, broadcasting and new communication technologies. Discussion of international perspectives on media regulation

Prerequisite: JMM 102.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**JMM 305. Legal Issues in Media Management. 3 Credit Hours.**

Examination of the legal environment affecting contemporary media businesses including broadcasting, advertising, public relations, web-based media, and print publications. Focus on U.S. law, with introduction of international and comparative perspectives.

Requisite: Sophomore Standing or Higher.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 306. Special Topics in Journalism and Media Management. 3 Credit Hours.**

This course subject matter varies according to announced special topics. See class schedule for details.

Requisite: Sophomore Standing or Higher.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 307. Mobile Journalism. 3 Credit Hours.**

This course provides an introduction to the fundamental procedures in the production and development of mobile storytelling.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 309. Storytelling with Data. 3 Credit Hours.**

This course teaches how to extract meaning from data for more powerful reporting.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 313. Media Sales. 3 Credit Hours.**

Operation of sales departments within media outlets. Course includes the preparation and delivery of sales presentations as well as the use of audience reports.

Prerequisite: JMM 102.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 314. Media Programming. 3 Credit Hours.**

Course covers categories and sources for selecting program materials used in radio, television, cable television, and other program services.

Strategies employed in devising program schedules and understanding audience behaviors are also covered.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 317. Broadcast Journalism. 3 Credit Hours.**

Preparation of materials for presentation through the broadcast/cable media with emphasis on news writing for oral presentation by studio anchors and field reporters. Course examines issues facing the profession of broadcast journalism, radio, and TV reporting techniques and news program formats.

Prerequisite: JMM 108 and JMM 208 and JMM 245.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 319. History of Journalism. 3 Credit Hours.**

The development and impact of American journalism.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 331. Introduction to Infographics and Data Visualization. 3 Credit Hours.**

This course is an introduction to the visual display of information with a special focus on the encoding of data by means of graphs, charts, maps, and diagrams.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 341. Web Design. 3 Credit Hours.**

This course covers the basic aspects of interaction design and web development, focusing on production processes. It provides an overview of web design concepts including usability, accessibility, information architecture, basic animation, and graphic design; all discussed in the context of the web environment. This course further offers an introduction to fundamental and emerging web trends.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 345. Intermediate Electronic Media Production. 3 Credit Hours.**

Planning and execution of complex field, studio, and multimedia production in a variety of lengths and formats. High level skills in television control room situations and non-linear editing will be used to produce audio, video, and online content.

Prerequisite: JMM 245.

**Components:** STU.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 356. Podcast Storytelling. 3 Credit Hours.**

This course teaches students podcasting concepts and techniques to create podcasts on various topics.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 361. Advanced Documentary Photography. 3 Credit Hours.**

Advanced Documentary Photography is a class designed to improve the visual storytelling news gathering, and photographic technical skills introduced in the introductory course.

Prerequisite: JMM 221.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 381. Newspaper Editing and Layout. 3 Credit Hours.**

Introduction to electronic editing and development of skills in copy editing, headline writing, picture editing, and newspaper layout.

Pre-Requisite: JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 402. Strategic Media Management. 3 Credit Hours.**

This course focuses on strategy analysis, formulation, implementation, and evaluation in managing media enterprises. Media cases are used to apply and discuss strategies.

Pre-requisite: JMM 102.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 403. Media Industry Trends. 3 Credit Hours.**

This course examines the organizational and economic issues that influence today's mass media environment.

Pre-Requisite: Junior Standing.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 404. Latinos and the Media. 3 Credit Hours.**

This course examines the history, politics, production and reception of Latino-oriented media. It considers Latino media production processes, as well as Latina/o audiences' immigration, incorporation and media reception patterns. The course takes advantage of Miami as a vibrant immigration media production site through field trips and independent research projects.

Requisite: Sophomore Standing or Higher.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 405. Children and the Media. 3 Credit Hours.**

Children and the media evaluates effects of mass media on children. Through critically analyzing children's media, students will gain knowledge of cognitive, social, emotional, and behavioral effects on children. The class covers topics such as violence, advertising, stereotypes, health problems, learning, and consumerism.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 407. Media Entrepreneurship. 3 Credit Hours.**

Students generate comprehensive business plans for a proposed media enterprise. Organizational, financial, and marketing aspects of starting a media business are discussed.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 409. Advanced Feature Design. 3 Credit Hours.**

Advanced newspaper, magazine, and electronic design. Students will develop the skills necessary to produce strong visual packages combining type, photography, artwork, and white space. The course will cover advanced design and traditional reproduction techniques for art and copywriting as well as on-line presentations.

Pre-Requisite: STC 102 or JMM 106 or Permission of Instructor.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 411. Advanced Broadcast Television. 3 Credit Hours.**

Advanced course developing on-camera presentational skills appropriate for careers in broadcast journalism. Students will work extensively in a variety of contexts, including stand-ups, live shots, anchoring, co-anchoring, hosting and all aspects of interviewing including packages and interviews of all lengths. Extensive Involvement with UMTV is encouraged.

Pre-Requisite: JMM 233 and JMM 317. Requisite: Junior or Senior Standing.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 414. Evolution and Impact of Television Content: The American Sitcom. 3 Credit Hours.**

The seminar will examine how social, economic and political factors impacted the development and evolution of the content of sitcoms, as well as the impact such content had on American society.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 419. Interactive Storytelling. 3 Credit Hours.**

This course explores how storytelling is reinventing itself utilizing the new digital communication tools available. It will cover linear and non-linear storytelling techniques and production processes.

Prerequisites: JMM 106 and JMM 245 and JMM 341. Requisite: Junior Standing.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 422. Programming for Interactivity. 3 Credit Hours.**

This course is a multimedia class that will teach the fundamental programming skills required to create compelling online multimedia stories. Programming taught in this class caters specifically for non-programmers who want to learn how to present their work online in an interactive manner.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 429. Advanced Infographics and Data Visualization. 3 Credit Hours.**

This course is a seminar designed to introduce interactive data visualization concepts in a web environment. Students will be introduced to code libraries which assist in this task, best practices for interactivity and data visualization. The course will also briefly cover working with data (i.e., how to find sources, cleaning and preparing data for visualizations, etc.).

Pre-Requisite: JMM 331.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 433. Social Media. 3 Credit Hours.**

Examination of best practices for use of social media for gathering, disseminating, and promoting information.

Pre-Requisite: JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 434. Media Distribution for Film and Television. 3 Credit Hours.**

This course covers the various aspects of the distribution process for films and television programs through conventional and emerging channels.

Requisite: Junior Status or Permission of Instructor.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 435. Media Technology. 3 Credit Hours.**

This course examines the deployment, use, and impact of communication technologies in various media contexts from an economic, regulatory, and social perspective.

Pre-Requisite: Junior Standing.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 437. The Business of Modern Journalism. 3 Credit Hours.**

The course examines the evolving business models for legacy news organizations as well as discusses entrepreneurial opportunities for news content in new media and digital platforms.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 438. Travel Journalism. 3 Credit Hours.**

This course is designed to teach travel journalism, which includes travel storytelling through writing, photography and videography.

Prerequisite: JMM 245.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 439. Infographics and Data Visualization Studio. 3 Credit Hours.**

A studio course in which the student will design a large visualization project that meets the standards of quality for professional publication. The student will be required to learn new technologies and to apply tools learned in a previous class.

Prerequisite: JMM 331 and JMM 429 or JMM 550 or JMM 309.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 442. Online Journalism. 3 Credit Hours.**

A study of the issues, skills and practices related to the online presentation of news and information in a convergent media environment.

Pre-Requisite: JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 443. Covering the Arts and Entertainment. 3 Credit Hours.**

The aim of this course is to help you develop skills in writing and reporting about entertainment and the arts, from covering business and government news related to the arts, to telling the stories of people leaving a mark in the art world, to reviewing and critiquing works. You will report stories, write reviews and maintain a blog in the discipline of your choice.

Pre-Requisite: JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 444. Public Affairs Reporting. 3 Credit Hours.**

Emphasis on reporting, writing and analysis about institutions, issues and actions of local government, and their effects on society.

Prerequisite: JMM 108.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 445. Advanced Electronic Media Production. 3 Credit Hours.**

The integration of the producer's role and the structure of program design as they relate to day-to-day production operations. Lecture and laboratory are included.

Prerequisite: JMM 345.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 446. Travel Writing. 3 Credit Hours.**

A study of the major types and styles of travel news and features stories for newspapers, magazines, newsletters, and websites.

Prerequisite: JMM 108.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 448. Sports and the Media. 3 Credit Hours.**

This course examines the relationship between sports and the media, including stakeholders and the financial component of sports and media, sports production and content, and sports media audience. The course provides an understanding of the social and economic relationships between sports and media and the effects those relationships have on sports consumers.

Requisite: Sophomore Standing or Higher.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 452. Hate, The Media, and Free Speech. 3 Credit Hours.**

Intolerance in, of, and by the Media explores topics such as media's portrayal of political correctness, cancel culture, race, and gender. Using a critical thinking approach, students then evaluate how these portrayals may create a world of intolerance. Students then develop strategies to change mass media's discourse from "tolerance/intolerance" to the use of more inclusive language of listening, understanding and accepting.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 459. Web and Media Analytics. 3 Credit Hours.**

This course covers the computations, interpretations, and applications of metrics used to measure media audiences across electronic, print, and online platforms.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 460. Managing Media Brands. 3 Credit Hours.**

This course examines the art and science of strategic brand management for media enterprises, including legacy and emerging media. Students learn the theoretical principles and best practices for conceptualizing, building, and measuring brand equity and apply this knowledge to managing corporate and personal media brands.

Requisite: Senior Standing.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 461. Seminar in News Ethics and Problems. 3 Credit Hours.**

Ethical, practical, and professional problems of news communicators in society.

Requisite: Junior Status or Permission of Instructor.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 463. Introduction to Generative AI for Data Analytics. 3 Credit Hours.**

This course introduces students to the transformative role of generative artificial intelligence (AI) tools to help them conduct data analytics and complete research projects.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 465. Media Negotiation. 3 Credit Hours.**

This course covers the principles and practices of successful negotiations in the media context. Media cases are used to apply and discuss negotiation strategies.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 493. Creative Smartphone Photo Illustration. 3 Credit Hours.**

Focuses on creative smartphone photo illustration. Designed to help students acquire and develop analytical, organizational, and technical skills to create photo illustrations through group work and peer criticism. Offers investigation of aesthetic and ethical implications of visual messages.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**JMM 495. Journalism and Media Management Internship. 1-3 Credit Hours.**

Prescribed study and supervised work with professionals in Journalism and Media Management.

Requisite: Sophomore Status, cumulative GPA of 2.5, and Permission of Instructor.

**Components:** THI.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**JMM 499. Projects and Directed Research. 1-3 Credit Hours.**

Individual study. No more than three credits may be counted toward a Communication major or minor.

**Components:** THI.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**JMM 510. Latin American Journalism and Media Systems. 3 Credit Hours.**

This course examines journalism and society in the countries of Latin America and the Spanish Caribbean. We are especially concerned with how journalism intersects with democracy, sustainable living, social justice and rights.

Requisite: Sophomore Standing or Higher.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 517. Television News Reporting. 3 Credit Hours.**

Gathering and preparation of news stories for presentation in news programs. Includes field reporting, editing, preparation of visual and aural elements, writing, producing and performing for on-air presentation.

Pre-Requisite: JMM 345 or JMM 445 and JMM 317.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 523. Sports Reporting. 3 Credit Hours.**

A hands-on sports journalism course that will develop students' skills in sports reporting and sports writing. Discussions range across the entire field of sports reporting, including broadcasting, but the greatest emphasis is concentrated on sports reporting and writing for print, online, social media and media relations. Students will go off-campus to cover professional and college sporting events live on deadline, hear from guest speakers across the industry, and cover on-campus UM sports beats.

Prerequisite: JMM 108.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 527. Television News Producing. 3 Credit Hours.**

Studio anchoring, newscast producing and field reporting for news and public affairs programming. Live field reporting and field and studio interviewing techniques are covered.

Prerequisites: JMM 417 or JMM 517.

**Components:** STU.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 544. Feature Writing. 3 Credit Hours.**

Analyzing and writing feature articles for magazines, newspapers, and other news media.

Pre-Requisite: JMM 208.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 547. Magazine Planning. 3 Credit Hours.**

This course is a magazine planning class where students will create a 32-page print/digital cross-platform niche publication from scratch. It will be based on a business model creating a design and content for a specific audience.

Pre-Requisite: STC 102 or JMM 106.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 550. 3D Design and Graphics. 3 Credit Hours.**

This course focuses on the use of 3D Design software for communication and how to integrate with other print and digital technologies.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 592. Special Topics in Journalism and Media Management. 3 Credit Hours.**

This course subject matter varies according to announced special topic. See class schedule for details.

Requisite: Junior Or Senior Or Graduate Status.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 599. Advanced Projects and Directed Research. 1-6 Credit Hours.**

Individual study. Course may be repeated to a maximum of six credits.

**Components:** THI.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**JMM 601. Editorial Interpretation of Contemporary Events. 3 Credit Hours.**

Critical examination of fundamental issues in public life. Preparation of editorials and interpretive articles for mass media are included.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 609. Internship in Journalism and Media Management. 1-3 Credit Hours.**

Prescribed study and supervised work with professional in print, broadcast, online, and other media organizations.

**Components:** THI.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.



**JMM 610. Latin American Journalism and Media Systems. 3 Credit Hours.**

This course examines journalism and society in the countries of Latin America and the Spanish Caribbean. We are especially concerned with how journalism intersects with democracy, sustainable living, social justice and rights.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 612. History of Journalism Seminar. 3 Credit Hours.**

The development and impact of journalism in America traced through industry leaders and events.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 613. Computer-Assisted Reporting. 3 Credit Hours.**

Use of computer applications for newsgathering with emphasis on the World Wide Web, commercial online services, and database tools.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 614. Law and Ethics in Journalism and Media Management. 3 Credit Hours.**

This course focuses on two critically important areas of the law for both aspiring news media professionals and those seeking management opportunities. Principles of free speech, deeply rooted in the First Amendment to the U.S. Constitution, delve into such topics as defamation, privacy, access to information, obscenity, and intellectual property. The course also introduces students to the fundamentals of business law as it pertains to the media industry with an emphasis on employment, workplace management, and business contracts. Ethical issues are addressed throughout the course.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 615. Writing and Reporting Across Platforms. 3 Credit Hours.**

An introduction to professional operating practices in multimedia journalism with emphasis on news writing and news production skills.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 616. Evolution and Impact of Television Content: The American Sitcom. 3 Credit Hours.**

The seminar will examine how social, economic and political factors impacted the development and evolution of the content of sitcoms, as well as the impact such content had on American society.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 617. Television News Reporting. 3 Credit Hours.**

Gathering and preparation of news stories for presentation in news programs. Includes field reporting, editing, preparation of visual and aural elements, writing, producing and performing for on-air presentation.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 618. International Journalism. 3 Credit Hours.**

News gathering, transmission, and distribution outside the United States, with emphasis on Latin America.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 619. Interactive Storytelling. 3 Credit Hours.**

Digitization allows us to merge several forms of media that were not connected in the past. This course is intended as an exploration of how storytelling is re-inventing itself utilizing the new digital communication tools available to us today. This course will cover linear and non-linear storytelling techniques and production processes.

Prerequisites: JMM 628 and JMM 622 and JMM 630 and CIM 690.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 620. Reporting and the Internet. 3 Credit Hours.**

Overview of uses of online computer services for newsgathering and distribution with emphasis on the Internet.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 621. Global Media. 3 Credit Hours.**

An analysis of issues and practices surrounding globalization, regionalization, and global/local as they relate to media industries, journalism, and communication.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 622. Introduction to Infographics and Data Visualization. 3 Credit Hours.**

This course is an introduction to the visual display of information with a special focus on the encoding of data by means of graphs, charts, maps, and diagrams.

**Components:** LAB.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 623. Sports Reporting. 3 Credit Hours.**

A hands-on sports journalism course that will develop students' skills in sports reporting and sports writing. Discussions range across the entire field of sports reporting, including broadcasting, but the greatest emphasis is concentrated on sports reporting and writing for print, online, social media and media relations. Students will go off-campus to cover professional and college sporting events live on deadline, hear from guest speakers across the industry, and cover on-campus UM sports beats.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 625. Advanced Newsgathering and Writing Seminar. 3 Credit Hours.**

Refining news writing and reporting skills for the media.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 627. Television News Producing. 3 Credit Hours.**

Studio anchoring, newscast producing and field reporting for news and public affairs programming. Live field reporting and field and studio interviewing techniques are covered.

**Components:** STU.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 628. Seminar in Visual Storytelling. 3 Credit Hours.**

An advanced seminar class designed to enhance the knowledge and practice of the visual storytelling narrative. This seminar stresses the importance of converging media, still images, video, and sound. Particular emphasis will be placed upon the creation of a multimedia portfolio.

**Components:** LAB.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 629. Advanced Infographics and Data Visualization. 3 Credit Hours.**

This course is a seminar designed to introduce interactive data visualization concepts in a web environment. Students will be introduced to code libraries which assist in this task, best practices for interactivity and data visualization. The course will also briefly cover working with data (i.e., how to find sources, cleaning and preparing data for visualizations, etc.).

Pre- Requisite: JMM 622.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 630. Programming for Interactivity. 3 Credit Hours.**

This course is a multimedia class that will teach the fundamental programming skills required to create compelling online multimedia stories.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 631. Storytelling with Data. 3 Credit Hours.**

This course teaches how to extract meaning from data for more powerful reporting.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 632. Current Issues in Media Management. 3 Credit Hours.**

This course addresses how recent developments in media technology, regulation, content, and measurement have influenced the structure and economics of the media industry. Given the rapid evolution of the media business across platforms, topics are likely to vary from year to year. Media cases are used to discuss appropriate strategies and decision-making and help students think as media managers.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 633. Social Media. 3 Credit Hours.**

This course looks at social media from an organizational perspective: best practices for news and media organizations; building digital communities; monitoring/listening to user-generated content; and branding and marketing through social media.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 634. Media Distribution for Film and Television. 3 Credit Hours.**

This course covers the various aspects of the distribution process for films and television programs through conventional and emerging channels.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 635. The Broadcasting, Cable, and Electronic Media Industry. 3 Credit Hours.**

Examination of broadcasting, cable, and related electronic media from a business perspective.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 636. Content Strategy in the Media Industry. 3 Credit Hours.**

What distinguishes the media industry from other sectors is the primacy of content. This course examines the practices involved in developing, distributing, scheduling, and monetizing media content, especially in the video space. Programming strategies are discussed across traditional and emergent media platforms.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 637. The Business of Modern Journalism. 3 Credit Hours.**

The course examines the evolving business models for legacy news organizations as well as discusses entrepreneurial opportunities for news content in new media and digital platforms.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 638. Infographics and Data Visualization Studio. 3 Credit Hours.**

A studio course in which the student will design a large visualization project that meets the standards of quality for professional publication. The student will be required to learn new technologies and to apply tools learned in previous classes.

Prerequisites: JMM 622 and JMM 629 or JMM 650 or JMM 631.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 639. Travel Journalism. 3 Credit Hours.**

This course is designed to teach travel journalism, which includes travel storytelling through writing, photography and videography.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 640. Web Design. 3 Credit Hours.**

This course covers the basic aspects of interaction design and web development, focusing on production processes. It provides an overview of web design concepts including usability, accessibility, information architecture, basic animation, and graphic design; all discussed in the context of the web environment. This course further offers an introduction to fundamental and emerging web trends.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 641. Advanced Audio Video Narratives. 3 Credit Hours.**

This course examines uses of audio and video to communicate journalism. Students learn to investigate, gather content, and produce documentary stories primarily for online distribution.

Prerequisite: JMM 628.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 642. Media Management Research and Analysis. 3 Credit Hours.**

This course covers the primary research methods, such as survey research and qualitative analysis, used to collect data about media audiences and address media management issues. Applications or small-scale projects are conducted for practice.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 643. Media Industry Trends. 3 Credit Hours.**

This course examines the organizational and economic issues that influence today's mass media environment.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 644. Feature Writing. 3 Credit Hours.**

Analyzing and writing feature articles for magazines, newspapers, and other news media.

**Components:** LAB.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 645. Children and the Media. 3 Credit Hours.**

This class will explore issues relating to children and impact or influence the various types of media have on children. Do violent video games really create violent teenagers and adults? How do the various social media platforms and applications affect children? Do the media contribute to health problems in young people, such as eating disorders? More generally, how do the media affect issues of child development, identity, violence, learning and consumerism? We will also try to look at how adults determine advertising, marketing, educational, or entertainment programming directed at children. There will be an emphasis on keeping an open mind and employing critical thinking skills.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 646. Travel Writing. 3 Credit Hours.**

A study of the major types and styles of travel news and features stories for newspapers, magazines, newsletters, and websites.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 647. Magazine Planning. 3 Credit Hours.**

This course is a magazine planning class where students will create a 32-page print/digital cross-platform niche publication from scratch. It will be based on a business model creating a design and content for a specific audience.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 648. Sports and the Media. 3 Credit Hours.**

This course examines the relationship between sports and the media, including stakeholders and the financial component of sports and media, sports production and content, and sports media audiences. The course provides an understanding of the social and economic relationships between sports and media and the effects those relationships have on sports consumers.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 649. Team Multimedia Project. 1-3 Credit Hours.**

Students will work in a team to produce a documentary multimedia project in conjunction with one or more partner universities. Students will study the genre of documentary multimedia storytelling, research their assigned topic(s), content-gather, edit, wireframe, design and program the project and produce it on multiple platforms depending on the topic and intended audience. Students will use audio, photographic, video, infographic and text reporting tools in producing the project. They will also study methodologies for evaluating multimedia and beta test the site using established research methodologies.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Summer.

**JMM 650. 3D Design and Graphics. 3 Credit Hours.**

This course focuses on the use of 3D Design software for communication and how to integrate with other print and digital technologies.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 652. Intolerance and the Media. 3 Credit Hours.**

When it comes to people who look, believe, or act differently from you, are you a tolerant person? What does that mean to you? We hear a lot of talk about tolerance and intolerance of those who are different from some of us, such as people from Central and South America seeking jobs or asylum, people who identify as LGBTQ, people with a different political or religious point of view, Muslims from the Middle East, and immigrants generally. Tolerance, in this context, means I don't like you, I'm suspicious of you, or I'm watching you, but I'll let you live and work here. The two words – tolerance and intolerance – seem to define the debate. But by allowing these two words to define the debate, have we limited our thinking? In this context, We do not talk about understanding people who are different or accepting them for who and what they are. As George Orwell noted in his once famous and now famous again 1984, by manipulating the language we use, the government can alter the public's way of thinking. The goal, he wrote, was to so limit language as to make different thinking impossible because people will lack the words to conceptualize it. Similarly, there are those who say certain ways of acting or believing should not even be tolerated, that such things are completely unacceptable.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 653. Practicum in Producing News. 1-3 Credit Hours.**

The mechanics of planning and executing professional style newscasts and/or long-form television news program.

**Components:** STU.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 655. Media Technology. 3 Credit Hours.**

This course examines the deployment, use, and impact of communication technologies in various media contexts from an economic, regulatory, and social perspective.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 656. Podcast Storytelling. 3 Credit Hours.**

This course teaches students podcasting concepts and techniques to create podcasts on various topics.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**JMM 657. Media Entrepreneurship. 3 Credit Hours.**

Students generate comprehensive business plans for a proposed media enterprise. Organizational, financial, and marketing aspects of starting a media business are discussed.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 659. Web and Media Analytics. 3 Credit Hours.**

This course covers the computations, interpretations, and applications of metrics used to measure media audiences across electronic, print, and online platforms.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 660. Managing Media Brands. 3 Credit Hours.**

This course examines the art and science of strategic brand management for media enterprises, including legacy and emerging media. Students learn the theoretical principles and best practices for conceptualizing, building, and measuring brand equity and apply this knowledge to managing corporate and personal media brands.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 662. Online Journalism. 3 Credit Hours.**

A survey of the issues, skills and practices related to the online presentation of news and information in a convergent media environment.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 663. Introduction to Generative AI for Data Analytics. 3 Credit Hours.**

This course introduces students to the transformative role of generative artificial intelligence (AI) tools to help them conduct data analytics and complete research projects.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 665. Media Negotiation. 3 Credit Hours.**

This course covers the principles and practices of successful negotiations in the media context. Media cases are used to apply and discuss negotiation strategies.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**JMM 670. Public Affairs Research and Reporting. 3 Credit Hours.**

This course prepares students to become competent public affairs reporters. Students will review reporting skills and learn advanced techniques for how to conduct story research and find quality sources. Students will sharpen their research, news writing, and reporting skills, with a focus on the public sector.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**JMM 679. Advanced Documentary Photography. 3 Credit Hours.**

Focused on the great tradition of documentary photography, this course is a hands-on introduction to visual storytelling in which students learn to see their community in a new way and produce a documentary project. The course requires initiative and interaction with residents of Miami. Projects will explore a culture-rich Miami neighborhood and all aspects of life there, from sports and schools to religion, commerce and the arts.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 692. Special Topics in Journalism and Media Management. 3 Credit Hours.**

This course subject matter varies according to announced special topic. See class schedule for details.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**JMM 693. Creative Smartphone Photo Illustration. 3 Credit Hours.**

This course focuses on creative smartphone photo illustration. You will improve your photography skills on your smartphone while pushing your creative level. We will be breaking a lot of the basic rules of photography while taking and editing images to have an artsy look. Emphasis will be placed on creativity. This class has a heavy workload that is split between taking and editing images. You will use APPs of your choice when editing the photographs. This course will help students acquire and develop analytical, organizational, and technical skills to create photo illustrations. You will learn to work in groups, critique other student work and to take constructive criticism. The purpose of this course is to become aware of both the aesthetic and ethical implications of the visual messages we see. Originality and an interest in visual communication are recommended for this course.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**JMM 699. Advanced Projects and Directed Research. 1-6 Credit Hours.**

Individual study. Course may be repeated to a maximum of six credits.

**Components:** THI.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**JMM 815. Multimedia Project. 1-6 Credit Hours.**

Students, in consultation with program faculty, will complete a final project that reflects in-depth knowledge and analysis of a subject and professional competence in multimedia storytelling. Course may be repeated to a maximum of six credits.

**Components:** THI.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.