

JOURNALISM AND MEDIA MANAGEMENT

Journalism (M.A.)

Journalism is an intensive program of academic study and hands-on practice designed to develop competitive, high-level, cross-platform digital media skills appropriate for today's media landscape. Students take a common core of courses designed to provide a foundation in all aspects of contemporary journalism (e.g., writing, reporting, multimedia, data visualization, broadcasting, media law and ethics). In addition, students have the opportunity to focus their work in various areas of study, including broadcast journalism, news and feature writing and various aspects of multimedia journalism. Through a combination of journalism courses and related courses offered by other programs, students may also concentrate some of their work in particular areas of interest (e.g., sports reporting and, travel and features). The program begins in the fall semester and lasts 18 months. No prior training or experience in journalism is required.

Media Management (M.S.)

This 32-credit interdisciplinary graduate program is designed for students who seek new or advanced opportunities in the various and expanding areas of the media industry, such as content distribution, news and entertainment programming, research, and analytics. Students complete courses in the Business School to learn or strengthen their knowledge about business fundamentals, including managerial strategy, economics, accounting, and marketing. At the same time, students take courses in the Department of Journalism and Media Management to apply business principles to media situations and evaluate critically how technological and regulatory trends, changing business models, emergent content applications, and new audience measurement techniques influence decision-making in media operations. Students can also customize their coursework by selecting electives in the School of Communication that best match their personal and career interests.

Students can study full time or part time. The program begins every fall and lasts one year for full-time students or two years for part-time students. No prior business or media management experience or education is required.

Certificate in Media Management (G.C.M.M.)

This 12-credit non-degree graduate certificate allows professionals to take four courses related to media management within a year and discover, or expand on, key business areas of the media sector. Certificate graduates have the option to apply to the Master of Science in Media Management and transfer their successfully earned certificate credits toward the degree upon admission.

Applications are accepted every fall and spring. No prior media management experience or education is required.

Masters Program in Journalism and Media Management

- M.A. in Journalism (<http://bulletin.miami.edu/graduate-academic-programs/communication/journalism-media-management/journalism-ma/>)
- M.S. in Media Management (<http://bulletin.miami.edu/graduate-academic-programs/communication/journalism-media-management/ms-media-management/>)

Certificates

- Graduate Certificate in Media Management (<http://bulletin.miami.edu/graduate-academic-programs/communication/journalism-media-management/media-management-certificate/>)

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 605. News Technologies. 3 Credit Hours.

This course emphasizes how television, digital, and multimedia technologies contribute to the storytelling process. Understanding of production theories and news processes will be gained through hands on work with television and multimedia projects.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

JMM 606. Multimedia Design. 3 Credit Hours.

This is a project-based course in multimedia design, with emphasis on visual concepts and graphics development. Students will be learning about the various software packages to design and integrate interaction into their projects. Topics covered include preparing existing content for multimedia journalism, animation, layout for interactive media, typography, photography and usability.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

JMM 607. Broadcast Journalism. 3 Credit Hours.

Advanced instruction in techniques of news writing and field reporting, including conducting research for stories, preparing complete field packages for newscasts, filing live remotes, and conducting interviews.

Components: LEC.

Grading: GRD.

Typically Offered: Spring.

JMM 608. Long-Form Public Affairs Programming. 3 Credit Hours.

Development and production of longer form news, information magazine, and documentary style programming.

Components: LEC.

Grading: GRD.

Typically Offered: Summer.

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: IND.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.

JMM 610. Comparative Media Systems. 3 Credit Hours.

This course deals with issues in international news gathering and distribution, giving special attention to Latin America and the Caribbean. The class takes a comparative approach, looking at media systems in the United States and other nations.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

JMM 611. Newswriting and Reporting Seminar. 3 Credit Hours.

Development of newswriting and reporting skills for news media.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

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: Spring.

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 624. Seminar in Editing and Design for Print and Websites. 3 Credit Hours.

Theory and practice in news media copy editing, layout, and design.

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 626. Specialized Writing and Reporting Seminar. 3 Credit Hours.

Techniques in writing and reporting about specialized and complex subjects for news media.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

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: LAB.

Grading: GRD.

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.).

Prerequisite: JMM 622 and JMM 630.

Components: LAB.

Grading: GRD.

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: Fall.

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: Fall.

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: 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: Spring.

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: Fall.

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: STU.

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: Spring.

JMM 642. Audience Research and Analysis. 3 Credit Hours.

This course covers the primary research methods and metrics used to measure media audiences. Discussion of data collection procedures includes survey research, experimental design, content analysis, focus groups, and the growing use of big data analysis. Media metrics center on broadcast ratings and online exposure measurement. Applications or small-scale projects are conducted for practice.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

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: Spring.

JMM 651. Advanced Programming. 3 Credit Hours.

This course explores the role of the programmer as journalist. Students will perform the basic tasks of journalism from a programmatic perspective including: gathering, distilling and presenting information. Students will learn how to gather information from public databases and government websites. They will learn how to automate processes for filtering information and learn how to present this information in a visual and interactive news report. Students will also learn how to combine multiple sources of information, to personalize information for the end reader, and account for the relevant permutations of the data. Students will learn to build and query databases as well as mine and visually present the information using programming languages such as PHP and Python. Rapid development frameworks such as Django, Zend and Symfony will also be covered in the class.

Components: LEC.

Grading: GRD.

Typically Offered: Summer.

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: THI.

Grading: GRD.

Typically Offered: Fall & Spring.

JMM 654. Writing for Publication. 1-3 Credit Hours.

This course focuses on writing principles and practices of the news media. It is designed to give the student exposure and practical experience in writing for the print media.

Components: LEC.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.

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 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 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. Applied Data Analytics for Journalism and Media Management. 3 Credit Hours.

This course introduces students to the procedures used for extracting, processing, and analyzing datasets on web and social media sites.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

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 695. Special Topics in Journalism. 3 Credit Hours.

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

Components: IND.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

JMM 696. Special Topics in Visual Journalism. 1-6 Credit Hours.

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

Components: LEC.

Grading: GRD.

Typically Offered: Fall & Spring.

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

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

Components: IND.

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.