

# B.S.C. ELECTRONIC MEDIA

## Overview

The Department of Journalism and Media Management offers a major in Electronic Media.

The Department of Journalism and Media Management emphasizes hands-on learning and critical thinking within a multicultural, international context. Our students consistently win regional and national awards, and obtain prestigious internships and long-term positions in a competitive media marketplace. Additionally, they are meeting the challenges of the evolving media industry through entrepreneurial leadership. Our graduates also gain admission to excellent graduate programs and professional schools in a variety of fields.

Four majors are offered in the Department of Journalism and Media Management. The department's programs attract students interested in working in these specific fields, but also provide strong writing, creative, and analytical skills to students who pursue careers in other fields, such as law and business.

The School of Communication's Electronic Media and Broadcast Journalism majors are designed for students who intend to pursue professional work in electronic news, production operations and allied fields.

Students majoring in these subjects study all aspects of television, radio, cable, broadband, digital and mobile operations. All Broadcast Journalism and Electronic Media students are encouraged to become involved in UMTV (the campus cable television channel available to the community, the UM campus and over the web) and the student-run radio station, WVUM-FM, serving South Florida.

The School's facilities include a state-of-the-art radio studio, two high-definition television studios, digital post-production suites and related capabilities.

## Curriculum Requirements

Code	Title	Credit Hours
<b>Core</b>		
JMM 102	Understanding Media and Content in the Digital Age	3
JMM 108	Writing for the Digital Age	3
COM 250	Freedom of Expression and Communication Ethics	3
<b>Advanced Writing and Communication Skills Requirement</b>		
COS 211 or COS 333 or JMM 233	Public Speaking Business Communication Television Performance	3
<b>Other Required Courses</b>		<b>12</b>
JMM 208	Fundamentals of Newsgathering	
JMM 245	Introduction to Electronic Media Production	
JMM 303	Communication Law and Policy	
JMM 301	Media Research and Analysis	
Select 18 additional JMM credit hours with approval of a faculty advisor		18
JMM 106	Visual Design	
JMM 285	Applied Statistics for Journalism and Media Management	
JMM 304	Web and Media Analytics	
JMM 305	Legal Issues in Media Management	
JMM 307	Mobile Journalism	
JMM 309	Data Journalism	
JMM 313	Media Sales	
JMM 317	Broadcast Journalism	
JMM 331	Introduction to Infographics and Data Visualization	
JMM 341	Web Design	
JMM 345	Intermediate Electronic Media Production	
JMM 402	Strategic Media Management	
JMM 403	Media Industry Trends	
JMM 306 or JMM 406	Special Topics in Journalism and Media Management II Special Topics in Journalism and Media Management III	

JMM 404	Latinos and the Media	
JMM 407	Media Entrepreneurship	
JMM 414	Evolution and Impact of Television Content: The American Sitcom	
JMM 417	Advanced Broadcast Journalism	
JMM 419	Interactive Storytelling	
JMM 434	Media Distribution for Film and Television	
JMM 437	The Business of Modern Journalism	
JMM 443	Covering the Arts	
JMM 444	Public Affairs Reporting	
JMM 445	Advanced Electronic Media Production	
JMM 446	Travel Writing	
JMM 448	Sports and the Media	
JMM 461	Seminar in News Ethics and Problems	
JMM 495	Internship in Journalism and Media Management (1 to 3 credits per semester, not to exceed allowed maximum)	
JMM 499	Projects and Directed Research (1 to 3 credits per semester, not to exceed allowed maximum)	
JMM 510	Latin American Media Systems	
JMM 511	Global Media	
JMM 517	Television News Reporting	
JMM 527	Television News Producing	
JMM 523	Sports Reporting	
JMM 533	Social Media	
JMM 541	Advanced Audio Video Narratives	
JMM 544	Feature Writing	
JMM 592	Special Topics in Journalism and Media Management (Business Related Focus)	
<b>Additional Requirements</b>		
ENG 105 & ENG 106		6
MTH 113 or JMM 285 or STC 103		3
Arts and Humanities Cognate		9
STEM Cognate		9
Minor, Second Major or Electives		51
Total Credit Hours		120

- \* School of Communication students are required to complete a minimum of a minor (inside or outside of the school) in addition to their Communication major to graduate. For an optional 2nd major, please see your advisor.
- \* School of Communication students must complete 6 credits of English Composition unless exempt based on SAT/ACT score or AP/IB exam, 3-6 credits of Mathematics, <http://www.miami.edu/cognates/> and the Advanced Writing and Communication Skills Proficiency requirement.

## Upper Level Elective Requirement

36 credits at the 300 level or higher are required for graduation. These credits may be earned from your major, minor and/or second major, and electives.

## Suggested Plan of Study

Freshman Year		Credit Hours
<b>Fall</b>		
JMM 102	Understanding Media and Content in the Digital Age	3
JMM 108	Writing for the Digital Age	3
ENG 105	English Composition I	3
Arts and Humanities Cognate		3
STEM Cognate		3
Credit Hours		15

<b>Spring</b>		
JMM 208	Fundamentals of Newsgathering	3
JMM 285	Applied Statistics for Journalism and Media Management (Course also satisfies School's Math requirement)	3
ENG 106	English Composition II	3
Arts and Humanities Cognate		3
STEM Cognate		3
Credit Hours		15
<b>Sophomore Year</b>		
<b>Fall</b>		
COM 250	Freedom of Expression and Communication Ethics	3
Select one of the following:		3
COS 211	Public Speaking	
COS 333	Business Communication	
JMM 233	Television Performance	
JMM 245	Introduction to Electronic Media Production	3
Arts and Humanities Cognate		3
STEM Cognate		3
Credit Hours		15
<b>Spring</b>		
JMM 303	Communication Law and Policy	3
Select 3 credit hours in JMM electives with approval of JMM faculty advisor		3
Minor, Second Major or Elective		3
Minor, Second Major or Elective		3
Minor, Second Major or Elective		3
Credit Hours		15
<b>Junior Year</b>		
<b>Fall</b>		
JMM 301	Media Research and Analysis	3
Select 3 credit hours in JMM electives with approval of JMM faculty advisor		3
Minor, Second Major or Elective		3
Minor, Second Major or Elective		3
Minor, Second Major or Elective		3
Credit Hours		15
<b>Spring</b>		
Select 3 credit hours in JMM electives with approval of JMM faculty advisor		3
Minor, Second Major or Elective		3
Minor, Second Major or Elective		3
Minor, Second Major or Elective		3
Minor, Second Major or Elective		3
Credit Hours		15
<b>Senior Year</b>		
<b>Fall</b>		
Select 3 credit hours in JMM electives with approval of JMM faculty advisor		3
Select 3 credit hours in JMM electives with approval of JMM faculty advisor		3
Minor, Second Major or Elective		3
Minor, Second Major or Elective		3
Minor, Second Major or Elective		3
Credit Hours		15
<b>Spring</b>		
Select 3 credit hours in JMM electives with approval of JMM faculty advisor		3
Minor, Second Major or Elective		3

Minor, Second Major or Elective	3
Minor, Second Major or Elective	3
Minor, Second Major or Elective	3
Credit Hours	15
Total Credit Hours	120

## Mission

The goal of the Electronic Media major is to provide students with a broad-based understanding of the Electronic Media industries while allowing them to specialize in an area of their choosing. Students in this major have the opportunity to customize their program of study. While some students focus on electronic media production, others complete a more eclectic mix of electronic media production and industry-related course work.

## Goals

The goal of the Electronic Media major is to provide students with a broad-based understanding of the Electronic Media industries while allowing them to specialize in an area of their choosing. Students in this major have the opportunity to customize their program of study. While some students focus on electronic media production, others complete a more eclectic mix of electronic media production and industry-related course work.

## Student Learning Outcomes

- Students will demonstrate the ability to function effectively as a member of a team.
- Students will demonstrate proficiency in the use of contemporary equipment, technologies, and workflows, as well as key theoretical concepts of audio/visual/interactive storytelling.
- Students will demonstrate the ability to write and present media, information, or reports appropriate for a professional media industry environment.