

# 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 for Electronic Media

Code	Title	Credit Hours
<b>Core Courses</b>		
JMM 102	Understanding Media and Content in the Digital Age	3
COM 250	Freedom of Expression and Communication Ethics	3
<b>Advanced Writing and Communication Skills Requirement</b>		
Writing Skills Course:		
JMM 108	Writing for the Digital Age	3
Select one of the following presentation skills courses:		
JMM 233	Television Performance	
COS 211	Public Speaking	
COS 333	Business Communication	
Digital Skills Course:		
JMM 245	Introduction to Electronic Media Production	3
<b>Major Requirement</b>		
JMM 208	Fundamentals of Newsgathering	3
JMM 303	Communication Law and Policy	3
JMM 301	Media Research and Analysis	3
<b>Other Required Courses</b>		
Select six of the following: <sup>1</sup>		18
JMM 106	Visual Design	
JMM 285	Applied Statistics for Journalism and Media Management	
JMM 305	Legal Issues in Media Management	
JMM 306	Special Topics in Journalism and Media Management	
JMM 307	Mobile Journalism	
JMM 309	Storytelling with Data	
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 404	Latinos and the Media	
JMM 407	Media Entrepreneurship	
JMM 409	Advanced Feature Design	
JMM 414	Evolution and Impact of Television Content: The American Sitcom	
JMM 419	Interactive Storytelling	
JMM 434	Media Distribution for Film and Television	
JMM 437	The Business of Modern Journalism	
JMM 443	Covering the Arts and Entertainment	
JMM 444	Public Affairs Reporting	
JMM 445	Advanced Electronic Media Production	
JMM 446	Travel Writing	
JMM 448	Sports and the Media	
JMM 459	Web and Media Analytics	
JMM 461	Seminar in News Ethics and Problems	
JMM 495	Journalism and Media Management Internship (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 Journalism and Media Systems	
JMM 517	Television News Reporting	
JMM 527	Television News Producing	
JMM 523	Sports Reporting	
JMM 544	Feature Writing	
JMM 592	Special Topics in Journalism and Media Management (Business Related Focus)	
<b>General Education Requirements</b>		
Written Communication Skills:		
WRS 105	First-Year Writing I	3
WRS 106 or ENG 106	First-Year Writing II Writing About Literature and Culture	3
Quantitative Skills:		
MTH 113 or JMM 285 or STC 103	Finite Mathematics (This course fulfills the Quantitative Skills Requirement.) Applied Statistics for Journalism and Media Management Statistical Reasoning for Strategic Communication	3
Areas of Knowledge:		
Arts & Humanities Cognate		9
People & Society Cognate (9 credits) (fulfilled through the major)		
STEM Cognate		9
<b>Additional Requirements</b>		
Minor, Second Major and Electives		51
<b>Total Credit Hours</b>		<b>120</b>

<sup>1</sup> Courses should be selected with an approval from a faculty advisor.

\* 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 Written Communication Skills 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 for Electronic Media

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
WRS 105	First-Year Writing I	3
Arts and Humanities Cognate		3
STEM Cognate		3
<b>Credit Hours</b>		<b>15</b>
<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
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
Arts and Humanities Cognate		3
STEM Cognate		3
<b>Credit Hours</b>		<b>15</b>
<b>Sophomore Year</b>		
<b>Fall</b>		
JMM 233, COS 211, or COS 333	Television Performance or Public Speaking or Business Communication	3
JMM 245	Introduction to Electronic Media Production	3
Arts and Humanities Cognate		3
STEM Cognate		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
JMM 303	Communication Law and Policy	3
COM 250	Freedom of Expression and Communication Ethics	3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Junior Year</b>		
<b>Fall</b>		
JMM 301	Media Research and Analysis	3
Select 3 credits in Electronic Media Bulletin course list		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
Select 3 credits in Electronic Media Bulletin course list		3
Select 3 credits in Electronic Media Bulletin course list		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3

Minor or Second Major or Elective	3
<b>Credit Hours</b>	<b>15</b>
<b>Senior Year</b>	
<b>Fall</b>	
Select 3 credits in Electronic Media Bulletin course list	3
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Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
<b>Credit Hours</b>	<b>15</b>
<b>Spring</b>	
Select 3 credits in Electronic Media Bulletin course list	3
Minor or Second Major or Elective	3
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Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
<b>Credit Hours</b>	<b>15</b>
<b>Total Credit Hours</b>	<b>120</b>

## 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.