

NORTHWESTERN

Undergraduate Catalog 2009–10

Northwestern
Undergraduate Catalog 2009–10
Volume XXXI, Number 10, September 2009

Northwestern (USPS 428-790) is published by Northwestern University, 633 Clark Street, Evanston, Illinois 60208-1114, and issued 10 times during the year: 9 times in June and once in September. Periodicals postage paid at Evanston, Illinois, and additional mailing offices. Postmaster: Send address changes to Northwestern University, 633 Clark Street, Evanston, Illinois 60208-1114.

This catalog for the academic year beginning September 1, 2009, contains University regulations and information about the programs and courses offered by the Judd A. and Marjorie Weinberg College of Arts and Sciences, School of Communication, School of Education and Social Policy, Robert R. McCormick School of Engineering and Applied Science, Medill School of Journalism, and Henry and Leigh Bienen School of Music and about cross-school undergraduate programs. Failure to read this catalog does not excuse a student from knowing and complying with its content.

Northwestern University reserves the right to change without notice any statement in this catalog concerning, but not limited to, rules, policies, tuition, fees, curricula, and courses. In exceptional circumstances, Northwestern University reserves the right, at its sole discretion, to waive any documentation normally required for admission. It also reserves the right to admit or deny a student admission whenever it believes that it has sufficient evidence for the decision.

Medill School of Journalism

www.medill.northwestern.edu

The Medill School has epitomized excellence in journalism since 1921. Now, as the media face unprecedented change, Medill's undergraduate program is leading the way in preparing multimedia journalists who can help shape and navigate a dynamic media landscape. A Medill education ensures that students become skilled not only in writing, reporting, editing, production, and critical thinking but also in using multiple platforms (print, online, broadcast, and wireless) so that they can create compelling, high-impact journalism for increasingly interactive audiences.

Producing such versatile graduates requires broad faculty expertise. Medill is the only school in the country with a faculty ranked as a standard-setter in teaching both journalism and integrated marketing communications (IMC). Its Media Management Center is world renowned for pioneering research on what motivates readers, viewers, and listeners to use news media and for its work with industry professionals and leaders. Building on these strengths, the Medill curriculum emphasizes journalism excellence, multimedia storytelling, ethics and professional behavior, audience understanding, research, quantitative literacy, visual literacy, and creativity.

The bachelor of science in journalism (BSJ) degree program develops well-rounded students who are broadly educated in the liberal arts and sciences, knowledgeable about diverse cultures and the world beyond the United States, and ready for careers in the news media. Core journalism courses make up 30 percent of the curriculum, with opportunities to take 2 to 4 journalism electives that develop specialized skills and knowledge.

Medill's valuable "learn-by-doing" philosophy extends beyond the traditional classroom to real-world training and immersion experiences. In a sophomore-year course, for instance, students report from storefront newsrooms in Chicago. One of the cornerstones of the Medill curriculum, this course sharpens students' reporting and writing skills by sending them into diverse neighborhoods to discover issues important to particular audiences and to produce relevant and engaging multimedia stories.

During their junior or senior year, students participate in the Journalism Residency, an academic internship that gives them invaluable real-world experience and networking potential within a media company. They receive course credit for working alongside professional mentors in one

of more than 100 newspapers, magazines, broadcast stations, or online news operations across the United States and selected locations abroad, including South Africa.

Medill also offers a 5-unit certificate program in integrated marketing communications in which students develop skills for understanding and analyzing consumers in traditional markets and evolving digital communities and networks. Learning about message creation and delivery through a wide variety of media channels, they obtain the basic qualitative and quantitative analytical skills necessary in this field.

In 2008 Northwestern opened a branch campus in Qatar, where programs in journalism and communication are offered. As these programs develop, journalism students in Evanston may be eligible to spend a semester in Qatar to take electives and courses at other universities. Journalism Residencies may also be arranged in the Persian Gulf as a result of Medill's presence in the region. (For more on Northwestern University in Qatar, see page 9.)

Many Medill students find jobs in print, broadcast, or online journalism, public relations, or related fields directly after graduation. Some pursue graduate programs in medicine, law, and other fields, including the graduate programs at Medill. Medill offers two graduate programs. The master of science in journalism (MSJ) program offers advanced study in specialized subject reporting (such as business, politics, or science) and techniques (such as magazine writing and editing, interactive media, and videography). A separate track in the MSJ program provides seasoned professionals with advanced education in journalism, IMC, and media management. The master of science in IMC program has five specialized concentrations: brand strategy and advertising, direct and interactive marketing communications, corporate communications and public relations, marketing analytics, and media management.

Medill graduates stand among the leaders of the journalism and IMC professions. The school's 950 students — 650 undergraduates and 300 graduate students representing nearly every one of the United States and many countries — take pride in its ranking as one of the nation's preeminent journalism centers. They continue to distinguish Medill by winning national awards such as the Hearst Foundation's Journalism Awards and the Scripps Howard Foundation's "Top Ten Scholars" competition.

ACADEMIC POLICIES

Requirements for the Degree of Bachelor of Science in Journalism

- A minimum of 45 units must be completed on the college level.
- Students must take the final 23 units at Northwestern and must complete the last three quarters of work while enrolled at Medill. (Exceptions: Students who are enrolled in a study abroad program that has been approved in advance by Northwestern's Study Abroad Office and by Medill are exempt from this requirement. Credit for summer work taken at other colleges or universities may be counted as part of the final 23 units if approved in advance by Medill.) In addition to and independent of the requirements set by Medill, all students must satisfy the Undergraduate Residence Requirement. (See page 23.)
- Of the 45 units, at least 31 must be earned in courses outside of Medill, and at least 12 must be earned in Medill courses. Students with more than 45 units may take additional journalism units.
- Exceptions to any degree requirements must be approved by Medill's senior director of undergraduate education and teaching excellence. Petitions and rules for filing petitions are available in the Medill Office of Student Life.
- No course may be counted in more than one requirement category. (Exception: Medill students completing a double major in Weinberg College may apply courses used to meet Medill's distribution requirements toward the second major. Courses used for Medill's three-unit social science concentration, however, cannot be applied to a Weinberg College major.)

Grade Requirements

Students must achieve a minimum grade point average (GPA) of 2.00 in all nonjournalism courses taken for a letter grade and a minimum GPA of 2.25 in journalism courses. In addition, all journalism students are subject to the following grade requirements:

- The journalism GPA is an average of the grades (including F's) in all journalism courses attempted.
- Students who earn a grade of D or worse in a journalism course must retake the course until they have earned a C- or better.
- When journalism courses are repeated, both grades are computed in the GPA; one course does not substitute for another.
- Before starting the Journalism Residency, students must
 - earn a grade of C or better in JOUR 301 Enterprise Reporting in Diverse Communities and in the presentation and storytelling courses taken before the residency

- have a minimum GPA of 2.25 in those three courses plus JOUR 201-1 Reporting and Writing and JOUR 201-2 Multimedia Storytelling
- No classes with grades of D or P may be counted toward the major.
- Students may earn grades of C- or worse in no more than one-fifth of the courses taken at Northwestern and offered for graduation.
- All Y and X grades, unless made up satisfactorily by the end of the subsequent quarter, are counted as F's.
- Students who do not meet the minimum GPA requirements are placed on academic probation. Continued poor performance will result in further academic disciplinary action, including academic probation or dismissal.
- Medill undergraduates are required to take the following courses for letter grades (A, A-, B+, B, B-, C+, C, C-, D, F):
 - all distribution requirements
 - all courses in the social science concentration
 - all journalism courses (except for the Journalism Residency and courses offered by the faculty under the P/N option)
- Other courses may be taken pass/no credit (P/N) if that option is available. No more than 3 courses taken P/N may be counted toward the 45 units required for graduation (excluding the Journalism Residency). Only 1 course per quarter may be taken P/N.

Medill Integrity Code

All Medill students are required to uphold the Medill Integrity Code, which, among other things, requires adherence to principles of honesty, fairness, and integrity in academic efforts and related professional media, journalism, and marketing communications work, whether students are in school, on an internship or a job, or acting as volunteers in a professional or academic activity.

ACADEMIC OPTIONS

Accelerated Master's Program

Students who exhibit exceptional ability in undergraduate work may apply to Medill's graduate division for early admission to the graduate journalism program. This program allows students to earn bachelor of science in journalism and master of science in journalism degrees in less than five years, or 12 to 15 quarters of full-time study. Candidates apply during their junior year and are admitted after the Journalism Residency on the basis of academic excellence and promise of success in journalism. Interested students are encouraged to begin planning for this option early in their undergraduate careers. Information and admission materials are available from the Medill Office of Graduate Admissions and Financial Aid.

Dual Bachelor's Degree Program

Northwestern offers extremely talented students the opportunity to earn in five years both a BSJ from the Medill School of Journalism and a BMus or BAMus degree from the Bienen School of Music. This dual bachelor's degree program is intended to prepare exceptional students for journalism careers emphasizing music and arts reporting. Prospective students typically apply to this joint program while applying for undergraduate admission to Northwestern (see page 17).

Students must complete the degree requirements of both schools, including at least 35 courses from Medill and at least 30 courses from the Bienen School of Music. Fulfilling these requirements usually takes five years of full-time study.

For a detailed description of the dual degree program, see page 34 in the Cross-School Options chapter.

Integrated Marketing Communications Certificate Program

The 5-unit integrated marketing communications (IMC) certificate program focuses on effective marketing communications strategies, tactics, and tools for an increasingly consumer-controlled environment. It prepares students for entry-level marketing communications positions in such fields as advertising, public relations, corporate communications, and direct, database, e-commerce, and interactive marketing.

The program covers traditional and digital areas of marketing communications. Students develop skills for understanding and analyzing consumers in traditional markets and in newly forming communities and networks. They learn about message creation and delivery through a wide variety of media channels, and they obtain the basic qualitative and quantitative analytical skills necessary in this field.

All students are eligible to apply to the certificate program, but qualified BSJ students in Medill receive priority. Students apply through a process described on the Medill web site. Admission is granted by Medill and is conditional upon the successful completion of 3 prerequisite courses. Students with sophomore status may take the 2 core courses — IMC 300 and 301 — before applying. Students admitted to the program have enrollment access to IMC courses during preregistration. Non-Medill students must have junior status before taking IMC writing courses and electives.

Students accepted into the certificate program must earn a minimum grade of B in IMC 300 and 301 and a minimum GPA of 2.7 in their prerequisites and in IMC 300 and 301. To successfully complete the program, students must earn a minimum grade of B in each IMC course.

Certificate Requirements

Prerequisites (3 units)

- ECON 202 and 260
- 1 course chosen from ANTHRO 211, 235, 389; BUS INST 390; COMM ST 205, 360, 363, 380; ECON 322, 330 350; IEMS 383; POL SCI 348, 375; PSYCH 204, 228, 316, 335, 351, 385; SOCIOL 302, 303, 315, 332, 345)

Certificate program (5 units)

- 2 core courses: IMC 300 Consumer Insight and Analysis and IMC 301 Introduction to Integrated Marketing Communications
- 1 writing course: IMC 305 Message Strategy and Writing for Persuasion or 306 Introduction to Public Relations Strategies and Tactics
- 2 electives chosen from the following:
 - IMC 302 Senior Immersion Project
 - IMC 303 Marketing Research
 - IMC 304 Media and Message Delivery for Interactive Communications
 - IMC 307 Direct, Database, and E-Commerce Marketing and Interactive Communications
 - IMC 308 Marketing Models
 - IMC 309 Introduction to Entertainment and Gaming for Marketers

Medill Undergraduate Program in Washington, D.C.

A select group of Medill students may study for one quarter in Medill's Washington, D.C., news bureau. The 15 students in the program take 2 intensive journalism courses (a two-day reporting experience covering Capitol Hill as mobile journalists, producing up-to-the-minute political stories for Medill's Washington, D.C., web site [<http://news.medill.northwestern.edu/390>], and a one-day political reporting seminar) and a political science course approved by Weinberg College.

This interdisciplinary program exposes students to the challenging dynamics of Capitol Hill, public policy, political organizations, think tanks, and federal agencies. It is best suited to students interested in learning more about the political process and covering important national and global issues from the nation's capital in a rigorous, web-driven reporting environment.

Internships, Field Studies, and Special Programs

Internship employment by newspapers, magazines, radio and television stations, online media, governmental agencies, and advertising and public relations agencies may be available to Medill students, particularly during the summer. Many employers look to Medill for talented young journalists who can be introduced to their organizations through internships. The school encourages these opportunities as a means of enriching students' education but gives academic credit only for the Journalism Residency.

Medill students also may seek internship or field study credit through other schools at Northwestern. If these experiences involve work in journalism (newspaper, magazine, radio, television), mass communications, public relations, advertising, and/or direct marketing, students must receive prior approval from Medill's senior director of undergraduate education and teaching excellence before applying internship or field study credit to the 45 units required for the BSJ degree.

Other Undergraduate Programs

Students in the Medill School also may enroll in courses offered by the Center for the Writing Arts (see page 38), the Undergraduate Leadership Program (see page 37), and the adjunct majors in international studies (see page 114) and legal studies (see page 118), among other areas.

ROTC Course Credits

ROTC course credits may be used as a portion of the 45 units required for graduation. These units are considered elective courses.

Early Graduation

Students who plan to graduate early must notify the school in writing at least three quarters before the expected date of graduation. These students also should check with the Office of the Registrar to make sure they have fulfilled the Undergraduate Residence Requirement (see page 23).

STUDENT RESOURCES

Advising

A student entering Medill is assigned a faculty adviser. The adviser offers support and guidance and is a valuable source of information regarding Medill courses and career goals. First-year students are required to meet with their advisers three times and to spend one quarter in an adviser-led discussion section of JOUR 202 Introduction to 21st-Century Media.

Staff members in Medill's Office of Student Life help students make the most of their time at the University. They assist students with a variety of issues, including course planning, degree requirements, registration, study abroad, interschool transfers, petitions to graduate, and resources within and outside Medill.

Medill Career Services helps students with career advising and employment services. It works with academic departments and individual faculty members, student services, employers, alumni, and other constituencies to enhance student and alumni career development. Career Services staff members provide information on careers, jobs, and internships through e-mails, an interactive web site, presentations, various campus media, and outreach and orientation programs.

Activities

Through student publications and broadcast media, professional organizations, and convocations, Medill students have many journalistically related opportunities outside of the classroom.

Students write, edit, and manage the *Daily Northwestern*, *North by Northwestern*, and a variety of other print and online campus publications during the academic year as well as during Summer Session, when they publish the *Summer Northwestern*, a weekly newspaper. Although the University awards no academic credit for work on student-run publications since they have no formal connection with Medill, these publications do provide valuable real-world experience to complement course work, Journalism Residencies, and summer internships.

Radio station WNUR-FM provides another outlet for student reporters, sportscasters, editors, and commentators, as does Northwestern News Network, a student-produced news program aired on local and Chicago public access and cable television channels and online. Writing skills are helpful in other extracurricular activities such as student government, the Waa-Mu Show, student-planned colloquia, and various literary publications.

Professional organizations that promote high standards among journalists maintain chapters on campus, including the Society of Professional Journalists, the National Association of Black Journalists, the Asian American Journalists Association, the National Association of Hispanic Journalists, and the National Lesbian and Gay Journalists Association. Other organizations for students interested in journalism include Blackboard and the Communications Residential College. Top scholars in the senior and graduate classes are initiated into Kappa Tau Alpha, the national journalism honorary society.

ACADEMIC PROGRAM

Medill Curriculum Requirements

Arts and Sciences (23 units)

See the *Medill Undergraduate Handbook* for a complete list of courses that fulfill these requirements.

Distribution requirements (14 units)

Art or art history (1 unit)

Economics (1 unit)

History (3 units)

- at least 1 course must be in U.S. history and at least 1 course in non-U.S. history

Literature (3 units)

- 3 courses chosen from any department in the University dealing with literature, either in English or in a foreign language

Political science (2 units)

- 1 course in American government and 1 course in international relations or international studies

Religion, philosophy, or ethics (1 unit)

- 1 course (not including courses in logic)

Science, mathematics, or logic (3 units)

- 1 course in statistics chosen from ANTHRO 362; BME 220; IEMS 201; MATH 202, 285; POLI SCI 310, 311, 315; PSYCH 201; SESP 210; SOCIOL 226, 303, 329
- 2 courses in astronomy, biological sciences, chemistry, computer science, electrical engineering and computer science, geological sciences, mathematics, or physics or from the list above or chosen from ANTHRO 213; CIV ENV 206; COG SCI 210; GEOG 211, 235, 313, 341; MAT SCI 101; PHIL 150, 250, 350, 351

Social science concentration (3 units)

Three courses in anthropology, economics, gender studies, history, political science, psychology, or sociology. No more than 1 unit may be at the 100 level; at least 1 unit must be at the 300 level. No more than 1 unit of field study or independent study credit and no AP credits may be applied toward the social science concentration. Students may not double-count economics, history, or political science courses toward both the distribution requirements and the social science concentration. Students should check with an adviser about whether the social science courses they have chosen also meet the global and diverse cultures requirement. Note: INTL ST 201-1,2 may be counted toward the social science concentration in political science.

Elective concentration (6 units)

Six courses in any Weinberg College department outside the area selected for the 3-unit social science concentration. No more than 1 unit may be at the 100 level; at least 2 units must be at the 300 level. (Exceptions: Exempt from these requirements are students concentrating in astronomy, biological sciences, chemistry, geological sciences, mathematics, physics, or a foreign language and students completing a minor or a second major in Weinberg College or an adjunct major in a cross-disciplinary area offered through Weinberg College, such as business institutions, international studies, gender studies, or legal studies. Permission to pursue a second or adjunct major must be secured from the appropriate Weinberg College department.) No more than 1 unit of field study or independent study credit and no AP credits may be applied toward the elective concentration. Students should check with an adviser about whether the courses they have chosen also meet the global and diverse cultures requirement.

Electives (8–10 units)

Students may take any non-Medill credit course to explore or extend their interests.

Global and Diverse Cultures

The Medill faculty believes that all students should understand and appreciate diverse cultures and the world beyond

the United States. Consequently, 11 of the units chosen to meet the arts and sciences and elective requirements must be related to the study of global and diverse cultures.

Three of these units must be in a foreign language, unless students can demonstrate proficiency as defined by Weinberg College. The other 8 units must focus on one or more of the following themes: gender, race, age, class, ethnicity, religion, or disability. Students choose from a Medill-approved list of courses offered throughout the University but may appeal to Medill's senior director of undergraduate education and teaching excellence if they believe other courses qualify.

Journalism (12–14 units)**Core (5 units)****Freshman year**

- JOUR 201-1 Reporting and Writing
- JOUR 201-2 Multimedia Storytelling
- JOUR 202 Introduction to 21st-Century Media

Sophomore year

- JOUR 301 Enterprise Reporting in Diverse Communities

Junior year

- JOUR 370 Media Law and Ethics

Journalism Residency (5 units)

Students begin pursuing one of the following programs during late sophomore year or junior year:

Newspaper/Online

- JOUR 310 Media Presentation: Newspaper/Online
- 1 of the following:
 - JOUR 320 Storytelling: Interactive News
 - JOUR 321 Storytelling: Magazine and Feature Writing
 - JOUR 322 Storytelling: Video Reporting, Shooting, and Editing
- 3 of the following:
 - JOUR 345 Journalism Residency in Newspaper/Online: Reporting (1 or 2 units)
 - JOUR 346 Journalism Residency in Newspaper/Online: Presentation (1 or 2 units)

Magazine

- JOUR 311 Media Presentation: Magazine
- 1 of the following:
 - JOUR 320 Storytelling: Interactive News
 - JOUR 321 Storytelling: Magazine and Feature Writing
 - JOUR 322 Storytelling: Video Reporting, Shooting, and Editing
- 3 of the following:
 - JOUR 355 Journalism Residency in Magazine: Writing (1 or 2 units)
 - JOUR 356 Journalism Residency in Magazine: Presentation (1 or 2 units)

Broadcast

- JOUR 312 Media Presentation: Video Producing for Broadcast and the Web
- 1 of the following:
 - JOUR 320 Storytelling: Interactive News
 - JOUR 321 Storytelling: Magazine and Feature Writing
 - JOUR 322 Storytelling: Video Reporting, Shooting, and Editing
- 3 of the following:
 - JOUR 365 Journalism Residency in Broadcast: Reporting (1 or 2 units)
 - JOUR 366 Journalism Residency in Broadcast: Production (1 or 2 units)

Electives (2–4 units)

Students must take at least 2 journalism electives from as many of the following categories as their program allows. Electives may be taken as early as sophomore year — particularly if students take 4 electives — and may be chosen regardless of a student's Journalism Residency program. For example, a student pursuing a Journalism Residency in broadcast may take courses in magazine writing, newspaper reporting, investigative journalism, IMC, audio and video, or a combination.

Note: JOUR 390 Special Topics courses may be counted as electives; course descriptions will specify which elective category they fulfill.

Elective Category I: Storytelling Techniques

- JOUR 310 Media Presentation: Newspaper/Online
- JOUR 311 Media Presentation: Magazine
- JOUR 312 Media Presentation: Video Producing for Broadcast and the Web
- JOUR 320 Storytelling: Interactive News
- JOUR 321 Storytelling: Magazine and Feature Writing
- JOUR 322 Storytelling: Video Reporting, Shooting, and Editing
- JOUR 342 Advanced Online Storytelling
- JOUR 368 Documentary
- JOUR 371 Journalism of Empathy
- JOUR 375 Literary Journalism
- JOUR 376 Media Design
- JOUR 378 Photojournalism

Elective Category II: Subject Areas

- JOUR 372 International Journalism: South Africa
- JOUR 373 Investigative Journalism
- JOUR 380 Legal Reporting
- JOUR 381 Business Reporting
- JOUR 382 Environmental Reporting
- JOUR 383 Health and Science Reporting
- JOUR 390 Special Topics
- JOUR 399 Independent Study

Elective Category III: Media Marketing Communications

- IMC 300 Consumer Insight and Analysis
- IMC 301 Introduction to Integrated Marketing Communications

IMC 304 Media and Message Delivery for Interactive Communications

IMC 305 Message Strategy and Writing for Persuasion

IMC 306 Introduction to Public Relations Strategies and Tactics

See the Cross-School Options chapter for opportunities open to all Northwestern undergraduates.

COURSES*Integrated Marketing Communications*

IMC 300-0 Consumer Insight and Analysis Introduces students to concepts and theories that explain and predict consumer behavior. Emphasizes customer-centric marketing and communications. Topics include understanding customer wants and needs and assessing and enhancing customer satisfaction. Prerequisites: JOUR 301; for non-Medill students, sophomore standing.

IMC 301-0 Introduction to Integrated Marketing Communications Engaging consumers in an increasingly customer-controlled environment through advertising, public relations, direct and digital marketing, and other forms of communication, such as packaging, “buzz,” and word-of-mouth marketing. The role of integrated marketing communications in the overall marketing process and in creating and maintaining a brand: positioning products, understanding communication theory and consumer behavior, measuring and evaluating the influence of advertising, thinking critically about new creative strategies, and developing appropriate media plans. Prerequisites: JOUR 301; for non-Medill students, sophomore standing.

IMC 302-0 Senior Immersion Project Students work with a real client/sponsor to develop a total marketing communications program. Final product consists of a research report that outlines the learning and insight that led to the strategic, creative, and marketing recommendations; a client presentation; and a project book detailing the research, analysis, and recommendations of the plan, including strategy, creative execution, media use, and other integrated communications activities. Prerequisites: IMC 300 and 301; 305 or 306; 303, 304, 307, 308, or 309; admission to IMC certificate program.

IMC 303-0 Marketing Research Applications of modern marketing research procedures to a variety of marketing problems. Students develop basic skills in conducting and evaluating marketing research projects. Emphasizes problem formulation, research design, methods of data collection (including qualitative, quantitative, primary, and secondary data-collection methods and instruments, sampling, and field operations), data-analysis techniques, and the presentation of results. Prerequisites: IMC 300, 301, and admission to IMC certificate program; for non-Medill students, junior standing as well.

IMC 304-0 Media and Message Delivery for Interactive Communications Focuses on engaging an audience and communicating effectively. Strategies for reaching and engaging affinity groups, audiences, and stakeholders; alternative media strategies to connect to the increasingly digital consumer; the economics and technologies of delivery. Prerequisites: IMC 300 or 301; for non-Medill students, IMC 300, 301, admission to IMC certificate program, and junior standing.

IMC 305-0 Message Strategy and Writing for Persuasion Writing and publishing skills for the corporate world: press releases for print and web, vodcasts and video packages, argumentation and advocacy pieces, executive summaries and speeches, corporate web pages, quarterly earnings reports, podcasts, viral video, blogs, open-source text, and metaverse (Second Life). Prerequisites: IMC 300 or 301; for non-Medill students, IMC 300, 301, admission to IMC certificate program, and junior standing.

IMC 306-0 Introduction to Public Relations Strategies and Tactics The role of public relations, one of the fastest-growing professional fields within for-profit, not-for-profit, and government organizations. Emphasizes communications and management strategies to develop relationships with a wide range of stakeholders. Covers traditional and contemporary communication channels, including blogs, YouTube, podcasts, Second Life, social communities, newspapers, magazines, and broadcast outlets. Course consists of lecture and discussion sessions and a writing lab. Prerequisites: IMC 300 or 301; for non-Medill students, IMC 300, 301, admission to IMC certificate program, and junior standing.

IMC 307-0 Direct, Database, and E-Commerce Marketing and Interactive Communications Planning direct-marketing programs; methods of acquiring customers through search, e-mail, direct mail, direct-response advertising, list management, and lead-generation programs; the economics of customer retention and lifetime value; retention strategies and tactics, including e-mail marketing, loyalty programs, and proactive and reactive contacts; customer databases and overlays; and testing for on- and off-line strategies and tactics. Prerequisites: IMC 300, 301, and admission to IMC certificate program; for non-Medill students, junior standing as well.

IMC 308-0 Marketing Models Explores the use of probabilistic models and customer databases to improve the design, management, and execution of marketing programs. Topics vary by instructor and may include predictive modeling, recommendation agents, segmentation methods, marketing-mix models, and customer lifetime-value models. Prerequisites: IMC 300, 301, admission to IMC certificate program, and 2 courses in statistics; for non-Medill students, junior standing as well.

IMC 309-0 Introduction to Entertainment and Gaming for Marketers The business and financial backgrounds of the entertainment industry, including the strategic and tactical

use of entertainment and events in integrated marketing communication programs and evaluation of their success and financial return. Students explore the role that amusement and entertainment play in the lives of consumers. Prerequisites: IMC 300, 301, and admission to IMC certificate program; for non-Medill students, junior standing as well.

Journalism

JOUR 201-1 Reporting and Writing Introduction to the fundamentals of journalism necessary for any platform or storytelling format. Includes news and information gathering; story construction; using basic numbers and data to tell a story and assess information; editing and presentation; ethical issues while covering stories; and visual literacy. The course emphasizes drills and practice in basic reporting and writing skills and working on deadline.

JOUR 201-2 Multimedia Storytelling Introduction to multimedia skills and how to use them to create more effective web-based journalism. Skills include still photography, photo editing, audio recording, audio editing, audio slide-shows, video shooting, video editing, video storytelling, web page creation and design, and basic exposure to Flash.

JOUR 202-0 Introduction to 21st-Century Media Exposes students to the range of journalism genres and media in which they are practiced; how and why journalism practices and industries have evolved and continue to evolve in the digital age; how people access, use, and participate in news and information. Includes modules on ethical decision making and professional behavior. The course connects current trends with the history of journalism.

JOUR 301-0 Enterprise Reporting in Diverse Communities Advanced-skills course on in-depth multimedia reporting and storytelling. By getting to know a specific audience within a Chicago neighborhood and experimenting with a variety of storytelling techniques, students produce cross-platform content for print, broadcast, and the web. The course also provides training in reporting for and about diverse audiences. Prerequisites: JOUR 201-1,2 and sophomore standing.

JOUR 310-0 Media Presentation: Newspaper/Online Essentials of newspaper editing and online production, including headlines, page layout and design, photo editing, information graphics, and appropriate electronic tools. Prerequisite: JOUR 301.

JOUR 311-0 Media Presentation: Magazine Fundamentals of editing magazine copy and graphics, with emphasis on precision, style, and structure for print and online products. Provides an overview of the magazine industry — both traditional and increasingly interactive — and the role of magazines in society. Prerequisite: JOUR 301.

JOUR 312-0 Media Presentation: Video Producing for Broadcast and the Web Writing and producing broadcasts for television, the web, and alternative digital platforms (such as PDAs) using the appropriate computer and editing

equipment, news wires, and video feeds. Emphasis on the editorial decision-making process. Prerequisite: JOUR 301.

JOUR 320-0 Storytelling: Interactive News The craft of digital storytelling, with emphasis on creating compelling packages for the web and other digital platforms (such as PDAs) using a variety of narrative formats, interactive tools (such as Flash), and other digital content, including blogs, RSS feeds, and citizen journalism. Prerequisites: JOUR 301; JOUR 310, 311, or 312.

JOUR 321-0 Storytelling: Magazine and Feature Writing The craft of magazine and feature writing, with emphasis on character, scene and theme development, story architecture, voice, alternative story forms, in-depth reporting, public service journalism, and marketing ideas for articles. Prerequisites: JOUR 301; JOUR 310, 311, or 312.

JOUR 322-0 Storytelling: Video Reporting, Shooting, and Editing The craft of audio-video storytelling for television and the web, including practice in field reporting and producing packages ranging from one- to three-minute television news pieces to longer alternative audio-video formats for the web and other digital platforms. Prerequisite: JOUR 301; JOUR 310, 311, or 312.

JOUR 342-0 Advanced Online Storytelling Students work in groups throughout the quarter on a single reporting project that incorporates video, audio, interactivity, and photography. The class discusses and critiques existing work from media professionals. Students must have experience with Adobe Flash and nonlinear digital video editing software. Prerequisite: 320.

JOUR 345-0 Journalism Residency in Newspaper/Online: Reporting (1 or 2 units) Hones reporting and news-writing skills in a newsroom through practical assignments, including multimedia opportunities whenever possible, under deadline pressure and close editorial supervision. Prerequisites: JOUR 310; JOUR 320, 321, or 322; JOUR 370. Taken with JOUR 346.

JOUR 346-0 Journalism Residency in Newspaper/Online: Presentation (1 or 2 units) Hones skills in news editing, headline writing, page layout/design, and graphics for print and the web in a newsroom environment through practical assignments under deadline pressure and close editorial supervision. Prerequisites: JOUR 310; JOUR 320, 321, or 322; JOUR 370. Taken with JOUR 345.

JOUR 355-0 Journalism Residency in Magazine: Writing (1 or 2 units) Exploration of aspects of magazine writing and reporting. Practical assignments, including print and web content whenever possible, in a magazine office with deadline pressure and close professional supervision. Prerequisites: JOUR 311; JOUR 320, 321, or 322; JOUR 370. Taken with JOUR 356.

JOUR 356-0 Journalism Residency in Magazine: Presentation (1 or 2 units) Exploration of aspects of magazine editing, graphics, and publishing for print and/or online products. Practical assignments in a magazine office with deadline

pressure and close professional supervision. Prerequisites: JOUR 351; JOUR 320, 321, or 322; JOUR 370. Taken with JOUR 355.

JOUR 365-0 Journalism Residency in Broadcast: Reporting (1 or 2 units) Gathering television news in the field; writing scripts, readers, voiceovers, vosots, packages, and on-camera news for reporters and anchors. Practical assignments in a broadcast newsroom under close professional supervision. Prerequisites: JOUR 312; JOUR 320, 321, or 322; JOUR 370. Taken with JOUR 366.

JOUR 366-0 Journalism Residency in Broadcast: Production (1 or 2 units) The television production process: working with the assignment desk; editing voiceovers, sound bites, and packages; possibly producing entire shows. Practical assignments in a broadcast newsroom under close professional supervision. Prerequisites: JOUR 312; JOUR 320, 321, or 322; JOUR 370. Taken with JOUR 365.

JOUR 368-0 Documentary Formats used in audio and video documentary production, with emphasis on transforming a major research effort into a radio or broadcast program or a multipart series. Prerequisites: JOUR 301.

JOUR 370-0 Media Law and Ethics The legal and ethical framework defining media freedoms and constraints in the United States, including copyright and trademark issues. Historical context and focus on the evolution of constitutional, statutory, judicial, and ethical standards. Prerequisite: JOUR 301.

JOUR 371-0 Journalism of Empathy Exploration of writing and reporting about people and places neglected and misunderstood by mainstream America. Prerequisite: senior standing.

JOUR 372-0 International Journalism: South Africa An introduction to South Africa, with a special focus on the country's newspapers, magazines, and broadcast outlets. Students compare and contrast various aspects of South African and U.S. life — especially the history of the HIV/AIDS pandemic — and explore historical, political, and cultural connections between the two countries. Required for South Africa Journalism Residency. Prerequisites: JOUR 301 and junior standing for Medill students; consent of instructor for others.

JOUR 373-0 Investigative Journalism The news media in their adversarial role in public affairs reporting, including field reporting of the legal system and possible miscarriages of justice; investigative and interpretative reporting and advocacy journalism; the impact of the news media on public opinion and policy making. Prerequisite: senior standing and consent of instructor. A second unit of 373 may be counted toward the 45 units required for the BSJ with consent of instructor.

JOUR 374-0 Investigative Reporting Examines the methods and techniques of investigative reporting through hands-on practice — brainstorming, framing the reporting, digging through documents, analyzing numbers, tracking down sources, writing, and rewriting. Prerequisite: JOUR 301.

JOUR 375-0 Literary Journalism A survey of the work of several print and broadcast journalists to explore the intersection of journalism and literature; analysis of the relationships between form and content within the historical contexts in which pieces were produced. Prerequisite: Journalism Residency completed.

JOUR 376-0 Media Design Advanced tools of layout, typographic contrast, and color theory, including creating infographics, with a focus on current approaches to newspaper, magazine, web, and newsletter design. Prerequisite: JOUR 310, 311, or 312.

JOUR 378-0 Photojournalism Advanced skills and practice in telling stories with photographs, photo slideshows, photo galleries, and audio slideshows. Ethics as it applies to photojournalism. Prerequisite: JOUR 301.

JOUR 380-0 Legal Reporting Students gain in-depth knowledge of legal issues while covering and writing stories related to the courts and the law. Students are encouraged to take this course in conjunction with a non-Medill course complementing the subject matter. Prerequisite: JOUR 301.

JOUR 381-0 Business Reporting Students gain in-depth knowledge of business and economic issues while covering and writing stories related to business. Students are encouraged to take this course in conjunction with a non-Medill course complementing the subject matter. Prerequisite: JOUR 301.

JOUR 382-0 Environmental Reporting Students gain in-depth knowledge of environmental issues while covering and writing stories related to the environment. Students are encouraged to take this course in conjunction with a non-Medill course complementing the subject matter. Prerequisite: JOUR 301.

JOUR 383-0 Health and Science Reporting Students gain in-depth knowledge of health and science issues while covering and writing stories related to health, science, and technology. Students are encouraged to take this course in conjunction with a non-Medill course complementing the subject matter. Prerequisite: JOUR 301.

JOUR 388-0 Internship (0 units) Student-initiated internships in journalism. Supervised by Medill's career services director. Prerequisites: sophomore standing and consent of Medill's Director of Career Services.

JOUR 388-1 Undergraduate Research Student-initiated research projects, such as the Eric Lund Global Reporting and Research Grant projects.

JOUR 390-0 Special Topics Specialized, experimental courses offered from time to time by faculty. Prerequisites: vary depending on the course.

JOUR 399-0 Independent Study Academic work sponsored and supervised by a faculty member working one-on-one with a student. Prerequisite: consent of Medill's senior director of undergraduate education and teaching excellence.