Important policies about enrolling in courses

JOMC 296, 377, 421, 422, 423, 426, 433, 450, 452, 463, 474, 480, 481, 482, 483, 484, 486, 490.1, 491.3, 491.4, 491.8, 581, 582, 583, 584, 586, 671, 690 and 692H require permission of the instructor. Students must contact the instructor to register for the course. **Students who cannot be enrolled in those courses because of time conflicts or course overloads will be deleted from permission lists so other students may be enrolled.**

Many JOMC courses have prerequisites that are listed in the catalog. Students are responsible for completing prerequisites before they enroll in a course and will be required to drop courses if they have not completed the prerequisites.

In addition to the courses listed, graduate students may enroll for JOMC 900, 992, 993 and 994. JOMC majors normally have priority over other students for space in JOMC courses, but space is not guaranteed in all courses in any given semester.

Syllabi for all JOMC courses are available on the Park Library website at

http://parklibrary.jomc.unc.edu/syllabi.

JOMC students are expected to enroll in and complete at least 15 credit hours per semester. To register for more than 18 or fewer than 12 hours per semester, students must obtain permission from Sharon Jones, CA 158. Download form for overload at

http://jomc.unc.edu/forms.

It is the policy of the School of Journalism and Mass Communication that a teacher may deny enrollment to any registered student who does not attend the first meeting of a course unless the student has made a prior arrangement with the teacher.

If you enroll for a course but decide later that you do not want to take it, you must initiate a drop procedure either online before the drop deadline or through the Student Records office after that date. If you stop attending a course, you will not be automatically dropped, and a grade of AB or FA will be reported if you do not drop the course properly.
JOMC 490, Proseminar in Mass Communication

This is a special-topics course, and students may enroll in it more than once, provided the topics are different. These usually are all 3-credit courses and may count as an immersion if the course is three hours and if it has no restrictions. Some 490s might be a 1-hour credit course.

The following topics will be offered in Spring 2015:

JOMC 490.001. News 21 Seminar. (Staff). You must register for 3 hours. The goal of this class is to explore (through readings, guest speakers, analysis and discussion) the demographic predictions for the United States and see how they may impact our country’s energy needs. From this research we will look to predict viable energy solutions, explore their feasibility and develop clear story topics to cover during Summer 2011. Permission of instructor. Only students selected to be part of UNC’s News 21 team may enroll in this class. Not an immersion.

JOMC 490.002 The Business of Public Relations. (Instructor David Radanovich). You must register for 3 hours. This course helps prepare public relations students to successfully enter the business world by developing useful personal skills and providing them with requisite business acumen. The course will be highly practical, using a combination of lectures and exercises to help each student improve his or her business savvy. Specific topics will include assessing an organization’s culture, deciphering financial statements and becoming an indispensable part of the organization. By exploring the strategic role public relations plays in corporate, agency and nonprofit environments, the course will foster useful insights, increase knowledge and develop vital skills that will give students a competitive edge in the job market and allow them to quickly add real value to the organizations that employ them. Not an immersion.

JOMC 490.003 Sexual Minorities and the Media. (Associate Professor Rhonda Gibson). You must register for 3 hours. This course will examine the portrayal of sexual minorities in the news, entertainment media, advertising, marketing and social media. Students will trace historical treatment of sexual minorities in the media, in addition to the roles that sexual minorities have played in content creation. The course aims to stimulate critical thinking about gay, lesbian, bisexual and transgender issues and their relation to the mass media. Can fulfill the Diversity immersion.

JOMC 490.004 Newstories: Oral Histories from North Carolina Journalists. (Associate Professor Barbara Friedman). You must register for 3 hours. This class introduces students to the theory and practice of oral history, the “systematic collection of living people’s testimony about their own experiences.” Oral history interviews are an important way to document the past and understand the present, as narrators give meaning to their lives through storytelling and conversation. Students will conduct research and record oral history interviews with JOMC Hall of Fame members and other figures in the field, and contribute to a corresponding digital archive (newstories.jomc.unc.edu). Outstanding interviews will also be catalogued in the University’s renowned Southern Oral History Program. Can fulfill the History, Law and Regulation immersion.
JOMC 490.005 Agenda Setting. (Professor Emeritus Donald Shaw). You must register for 3 hours. This course will explore how traditional media, such as newspapers and television, frame civic community via the process of agenda setting. It also will cover the emergence of social media, such as Twitter and YouTube, and their agenda challenge to traditional media. The course takes the point of view that communication IS community and that traditional media often reach down, as it were, from the top of a pyramid to reach large audiences and inform citizens about the performance of major social institutions. Traditional media are, metaphorically, vertical. By contrast, social media reach for audiences with a particular known perspective or interest. These media are, by contrast, horizontal in their reach. We live in a period in which vertical and horizontal communities are melding more dramatically than in earlier history, and it is creating particular challenges for both media professionals and media audiences. The course will focus on 1) agenda-setting (levels 1 to 4), 2) audience needs for information, 3) agenda melding (the blending of vertical and horizontal media agendas), and 4) the emerging rearrangement of our social organization, which we have called the papyrus society because it mixes vertical and horizontal messages the way ancient paper mixed vertical and horizontal papyrus strips to make flat, transportable paper. There will be several small papers, a final paper, and a midterm of final examination. There will be considerable emphasis on the process of conducting social science research and scholarly writing. There will be a single text, and supplementary readings, as assigned. Can fulfill the Mass Communication Theory immersion.

JOMC 491, Special Skills in Mass Communication

This number is for courses that fulfill a skills course requirement. None of these courses fulfills an immersion.

The following topics will be offered in Spring 2015:

JOMC 491.001. Poverty & Plurality and the Media (Assistant Professor Paul Cuadros.) You must register for 3 hours. This special topics class will consider social conflicts that stem from racial, ethnic, and cultural differences through migration and immigration and how those conflicts are covered in the media. It will also attempt to identify conditions that most expeditiously promote social reconciliation and equitable access to higher education. This is an APPLES Service Learning class (EE) and the principal focus of the class is the service students perform and the experience they learn from serving the community examined in the class. Class time is then spent sharing that experience and observation and applying it to the readings every week in discussion and written work. Does not fulfill specialization option.

JOMC 491.002 and JOMC 491.009 Workroom: The Creative Advertising Incubator. (Assistant professor Dana McMahan). You must register for 3 hours. Workroom is a creative advertising incubator for students interested in art direction and new product development. Workroom combines a national-level client project with a professional seminar series to give participants hands-on design training and an inside look at how big brands position their products in the marketplace. Participants will meet creative professionals from across the industry in weekly sessions as they prepare their work for a
final presentation at the end of the semester. This class is a one-of-a-kind opportunity to be a part of the visioning process for a national brand. Although this course applies a creative advertising context to new product design, students from across the School with an interest in design are encouraged to participate. AD

**JOMC 491.003 Digital Marketing and Advertising** (Professor JoAnne Sciarrino). **You must register for 3 hours.** Contemporary Digital Advertising comprises both earned and paid advertising, with the growth in earned media representing the most significant change in consumer media behavior in history. These seismic shifts have created new opportunities for marketers to communicate with and engage consumers. This course provides the practical knowledge and insights required to establish digital advertising and marketing objectives and strategies, properly select the earned and paid media platforms, and monitor and measure the results of those efforts. **Permission of instructor. AD, SC, PR**

**JOMC 491.4 Market Intelligence.** (Professor JoAnn Sciarrino.) **You must register for 3 hours.** Market Intelligence helps students learn to make better business decisions by teaching contemporary analytical tools to solve brand and advertising problems. The course is specifically geared for future agency account executives, planners and marketing communications managers who will be the ultimate users of the data, and who will determine the scope and direction of research conducted. Possessing the skills to gather and use market intelligence is valuable for students planning careers in branding, marketing, or in consulting, and is a fundamental function in industries like consumer packaged goods, entertainment, and financial services and sports management. In order to lend realism to the material, the course will introduce research techniques and data used in large companies like Coca-Cola, AT&T, American Express and Merck. **Permission of instructor. AD, SC, PR**

**JOMC 491.5 Account Planning** (Instructor Josh Carlton.). **You must register for 3 hours.** A study of the principles and tools of account planning, all in the pursuit of connecting people with brands in new and interesting ways. This course focuses on how to uncover customer, competition and brand insights through quantitative and qualitative research, including online surveys, social media analysis, focus groups and one-on-one interviews. Students learn how to persuade, provoke and inspire others through creative briefs, presentations and more. **AD. Prerequisite: JOMC 137.**

**JOMC 491.6 Corporate Video for Advertising and Public Relations.** (Associate Professor Francesca Carpentier.) **You must register for 3 hours.** This course merges the talents and skills of students in strategic communication and in journalism to apply digital video storytelling methods in helping clients realize their goals of raising awareness or promoting their organizations (e.g., services, community outreach) through video projects. Students will meet and work with clients to determine the best message to deliver via video. The students will pitch ideas, script the video, and then serve as directors, videographers, editors, and producers of these productions. By working in teams, strategic communication and journalism students will learn from each other, as well as from the instructor. Together, they will hone their skills in digital video production, navigate through the process of client-based work, and develop a deep understanding of the considerations in producing corporate video. **AD, PR, SC.**

**JOMC 491.007 Sports Event Coverage.** (Professor Charlie Tuggle.) **You must register for 3 hours.** Enrollment in this class is by invitation only. Students who have excelled
in the prerequisite class, JOMC 429, and who have been vetted by the New Media Department in UNC Athletics, will work on video board production, streaming live events, and live event production for ESPN3 and other outlets, fulfilling roles as assigned by the managers at New Media. Permission of instructor. Sports Comm Certificate, BEJ.

JOMC 491.008 News Bureau. (Staff). You must register for 3 hours. This course is entirely hands-on. Under the direction of the instructor, students from the School’s various specialty areas will work together to find, produce and market stories that would attract the attention of professional media partners throughout the state and region, and at times, nationally. We will produce multiple versions of each story and expect each to be at a level of quality to warrant publication in newspapers or magazines, placement on websites or professional-level blogs, and inclusion on radio and television newscasts. We expect you to be an expert on your particular platform, and conversant enough with the other platforms to earn the title of APJ. (all-platform journalist) We will look for stories with broad appeal, and will concentrate on our natural areas of expertise: Technology, business, environment, medicine/health and sports. We will also, as the need arises, cover stories outside of these topic areas. We will cover breaking news as warranted, but will concentrate on trends and developments that many news organizations don’t have the manpower to cover. Permission of instructor. BEJ, PR, RP, BABUJO. Must have taken a capstone course in another specialization.

Special Topics in Advertising

This number is for courses that fulfill an advertising specialization requirement. These courses do not fulfill immersion requirements.

JOMC 671.1 Social Marketing Campaigns (3 credits). (Professor Brian Southwell). This course introduces the basic tenets of social marketing, a strategic approach to planning and implementing projects and programs to bring about behavior change for a social good. The approach is grounded in marketing concepts and includes formative research to better understand, segment and target audiences. The first three weeks of the course introduces social marketing concepts and processes through a number of case studies. Students are then placed into teams to work with a public health client to conduct formative research, develop a social marketing strategy, create and test campaign materials, and present a final plan of action to the client. This course is ideal for undergraduate and graduate students interested in advertising, public relations and health communication. It fulfills the public relations sequence capstone requirement and is designed as a service-learning course that fulfills the Experiential Education undergraduate student requirement of the University. Service-learning is a pedagogy integrating academic coursework with meaningful service in the community. The APPLES Service-Learning Program aims to build sustainable, service-learning partnerships among students, faculty, and communities in North Carolina and beyond. Through a course-based project, students will complete at least 30 hours of work in service to our community partner. Permission of the instructor required. AD, PR

JOMC 690.1. Advanced Advertising Campaign Planning. (3 credits). (Associate professor Joe Bob Hester). The purpose of this course is to prepare the UNC-Chapel Hill entry for the AAF-sponsored National Student Advertising Competition. Students from all sequences are encouraged to participate. There are roles for people with interest, training and skills in interactive, promotion and event marketing, public relations, graphic arts, all the
components of an integrated marketing communications campaign besides advertising. Students collectively will produce a 40-page campaign plan book and a 20-minute presentation that will be delivered in April at the district competition, and if successful there, again in June at the national level. Prospective class members should have taken the basic courses in their sequence; e.g., advertising majors should have taken 137, 271 and 272 at a minimum. Enrollment is limited to 20 people, and preference will be given to students who have been recommended by a faculty member. Permission of the instructor required. This course will satisfy an advertising specialization requirement. AD.

Graduate Courses

JOMC 712.001 Visual Communication and Multimedia (Assistant Professor Lisa Villamil). Focusing on the new communication technologies that have created new media, new language and new visual interfaces, this course introduces the student to principles and concepts of visual communication and design and how they are being used in this new cyber medium. Students will learn the rich history of visual images and the conceptual framework of visual communication. They will examine elements of visual images to learn basic design theory and techniques. These visual information concepts will then be applied to the Internet. Students will learn to analyze how diverse visual elements are used in graphics and graphics design, page design, site planning and navigation, and computer system and human interface design, as well as usability, navigation and accessibility. This course is offered online. JOMC 712 is open to non-JOMC graduate students on a space-available basis.

JOMC 732.001 Public Relations and Strategic Writing. (Associate Professor Lois Boynton). This graduate-level public relations writing course has a service learning component that provides education and practice in communication skills for current or future public relations practitioners.

JOMC 742.001 Readings in Mass Communication History. (Associate Professor Barbara Friedman). This is a colloquium in the history of American journalism and mass media, the field in which most of you will spend your professional careers. The course’s main purpose is to usher you into the study of communication history and history in general. It will introduce you to a broad survey of compelling salient and recent work in American history that addresses journalism and communication as a means to develop your teaching and research interests, and as a basic for the appreciation of historical research methods.

JOMC 752.001 Leadership in a Time of Change. (Professor Penny Abernathy). During a time of fast-paced technological innovation, this course examines the critical strategic choices facing media executives. Students will observe and research a media company that is making the transition, as well as produce a case study on that effort.

JOMC 826.001 Interdisciplinary Health Communication Colloquium. (Lecturer Joan Cates). Open to Interdisciplinary Health Communication graduate certificate and master’s track students. This course is structured for interactive student/faculty discussion on health communication research and practice. Seminar and online blog format.

JOMC 841.001 Mass Media and Society. (Professor Anne Johnston). Readings, discussion and papers on the roles and responsibilities of mass communication in society.
JOMC 850.001 Qualitative Research. (Assistant professor Daniel Kreiss). This course provides students with an in-depth introduction to the theory and practice of qualitative communication research. The class has four objectives: 1) to provide students with a rich introduction to the epistemology, theory, and ethics of qualitative research; 2) to teach students how to formulate research questions and plan for fieldwork; 3) to help students acquire skills in field observation, interviewing, and interpretative analysis; and, 4) to provide students with the opportunity to deeply engage with works that are among the strongest in this tradition. The course is designed both for students who plan on utilizing qualitative methods in their work and those who are just seeking a deeper understanding of this approach to research. Students who are planning on utilizing qualitative methods in their work are encouraged to use this course as an opportunity to further their thesis, dissertation, or other research work. Students who work primarily in other research traditions are encouraged to consider how qualitative methods can complement their research.

JOMC 860.001 Seminar and Content Analysis. (Professor Daniel Riffe). This seminar provides understanding of, and proficiency in content analysis of mass communication through extensive reading on the method’s technical points, critique of published content analyses, and participation in all phases of content analysis application.

JOMC 890.001 Persuasion and Social Influence. (Assistant Professor Nori Comello). This graduate-level seminar will examine the major social-scientific theories and concepts related to persuasion and social influence in a communication context. Topics include cognitive structures and antecedents to behavior; reasoning and automatic processing; message and source characteristics; and special topics in health, political, and advocacy campaigns.