

SCHOOL OF MEDIA & COMMUNICATION (SMC)

SMC 101 Understanding Media Content, Ethics and Technology 3 Hours

Develops a framework to access, analyze, evaluate, and interact with content, audiences and technology in a variety of digital forms.

Restriction(s): Enrollment is limited to students in Broadcasting (726) , Broadcasting (Seeking Adm) (726P) , Advertising (727) , Advertising (Seeking Adm) (727P) , Journalism (736) , Journalism - Seeking Admission (736P) , Photojournalism (750) , Photojournalism (Seeking Adm) (750P) , Visual Journalism Photograph (752) , Visual Jour Photo (Seek Adm) (752P) , Public Relations (763) or Public Relations (Seeking Adm) (763P)

Recent Term(s) Offered: fall 2024

SMC 102 Media Content, Collaboration and Community 3 Hours

Working in collaborative teams to produce digital content for distribution through various media channels including web, social, and mobile.

Lecture and lab.

Restriction(s): Enrollment is limited to students in News/Editorial Journalism (716) , News/Edit Journalism(Seek Adm) (716P) , Broadcasting (726) , Broadcasting (Seeking Adm) (726P) , Advertising (727) , Advertising (Seeking Adm) (727P) , Journalism (736) , Journalism - Seeking Admission (736P) , Photojournalism (750) , Photojournalism (Seeking Adm) (750P) , Visual Journalism Photograph (752) , Visual Jour Photo (Seek Adm) (752P) , Public Relations (763) or Public Relations (Seeking Adm) (763P)

Recent Term(s) Offered: fall 2024

SMC 301 Mass Communication Law and Ethics 3 Hours

An overview of concepts basic to the freedom of expression.

Consideration, through case study and attention to topical ethical problems, of limits on the freedom of expression including various means of regulation: prior restraint, libel, slander, copyright, privacy, access to government information, and other social controls as they relate to the media and communication industries.

Prerequisite(s): SMC 101 with a minimum grade of C

Restriction(s): Enrollment limited to students with a semester level of Junior or Senior.

Recent Term(s) Offered: fall 2024

SMC 310 Media Diversity 3 Hours

Explores journalistic coverage of diversity in terms of race, culture, gender, and sexual orientation in a number of mass media areas including newspaper, radio, television, film, video games, digital media, advertising, and public relations. **Colonnade/Statewide General Education Code K-SC**

Prerequisite(s): 21 hours of Foundations and Explorations Courses, or junior status

Recent Term(s) Offered: fall 2024

SMC 402 First Amendment Research and Reporting 3 Hours

(repeatable max of 6 hrs)

A practical, hands-on alternative capstone course that brings together skills learned throughout the student's academic career to provide an opportunity to work within a team concept and to produce a series of stories related to First Amendment issues.

Recent Term(s) Offered: fall 2024

SMC 467 Sport Media & Communication Portfolio 1 Hour

A collection of artifacts that showcase a student's learning progression and achievement in the Sport Media & Communication certificate.

Prerequisite(s): COMM 315 with a minimum grade of C or SPM 315 with a minimum grade of C

Corequisite(s): BCOM 345

Equivalent(s): SPM 467

Recent Term(s) Offered: None