



## Course Equivalencies

Current Journalism and Mass Communication students (JADV, JBCN, JBCP, JMST, JNED) will follow the degree and major requirements in place when they entered the program. However, the JOUR course prefix is no longer in use.

Please see below for course equivalencies.

JOUR 1001, Contemporary Media Analysis =  
No longer offered, not required for new CMCI students

JOUR 2403, Principles of Advertising and Consumer Culture =  
APRD 1000 Idea Industries, current JADV majors have completed this course so IUT students take as required pre-requisite to apply to CMCI

JOUR 2601, Principles of Journalism and Networked Communication =  
JRNL 2601, Principles of Journalism and Networked Communication

JOUR 3001, Public Affairs Reporting =  
JRNL 2001, Fundamentals of Reporting

JOUR 3403 Branding and Positioning =  
APRD 1002 Intro to Branding Strategy

JOUR 3453 Intro to Creative Concepts =  
APRD 1001 Creative Concepts

JOUR 3463 Advertising Media =  
APRD 3002 Communication Platforms

JOUR 3552 Editing and Presentation =  
JRNL 3552 Editing and Presentation

JOUR 3604 Radio and TV News Writing =  
JRNL 2001 Fundamentals of Reporting

JOUR 3644 Principles of TV Production =  
JRNL 3644 Principles of TV Production

JOUR 3674 TV Production 2 =  
JRNL 3674 TV Production 2



JOUR 4002 Reporting 2 =  
JRNL 4002 Reporting 2

JOUR 4201 Media, Culture and Globalization =  
MDST 3201 Media Culture and Globalization

JOUR 4272 Principles of Public Relations =  
APRD 2002 Principles of Public Relations

JOUR 4301 Media Ethics =  
MDST 2002 Media and Communication History (this equivalency is for media studies majors who have not yet taken JOUR 4301)

JOUR 4321 Media Institutions and Economics =  
MDST 3321 Media Industries and Economics

JOUR 4354 TV Reporting =  
JRNL 4354 TV Reporting

JOUR 4403 Advertising Campaigns =  
APRD 4403 Advertising Campaigns

JOUR 4502 Reporting 3 =  
JRNL 4502 Reporting 3

JOUR 4533 Applied Consumer Insights =  
APRD 3003 Research Methods for Creative Strategists

JOUR 4624 News Team =  
JRNL 4624 News Team

JOUR 4651 Media Law =  
JRNL 3651 Journalism Law and Ethics

JOUR 4711 Media and Culture =  
MDST 3791 Media and Culture

JRNL 3791 Media and the Public =  
MDST 3791 Media and the Public

JOUR 4871 Special Topics =  
MDST 4871 Special Topics



JOUR 4872 Special Topics =  
JRNL 4872

JOUR 4873, Special Topics =  
APRD 4873

JOUR 4931 Internship =  
JRNL 4931 (eventually internships will be offered under all department codes, CMDP, APRD, MDST and COMN)

**Fall 2015 electives for APRD majors:**

APRD 3102 Writing for Digital Media  
APRD 3004 Account Management  
APRD 4543 Strategic Account Management  
APRD 4873 Social Innovation

**Fall 2015 electives for JNED majors:**

JRNL 3102 Photojournalism  
JRNL 4351 Reporting War, Disasters and Peace  
JRNL 4562 Digital Journalism  
JRNL 4872 Computer Assisted Reporting  
Literary Journalism

**Fall 2015 electives for JBCN/JBCP majors:**

Above courses for JNED majors plus:  
JRNL 3614 Principles of Audio Production  
JRNL 4344 Video Documentary Production  
JRNL 4634 Broadcast Projects  
JRNL 4674 TV Production 3  
JRNL 4684 Advanced Camera and Editing  
JRNL 4874 Sports Broadcasting