**Fall 2020 Special Topic and Experimental Greenlee Courses**

**ADVRT/P R/JL MC 391M—Food Photography**

Saturday, Oct 10th 9:00 AM – 4:00 PM

Location: Meredith Corporation, 1716 Locust, Des Moines

Short course—1 credit

Learn the basics of publication-worthy food photography from veteran professionals. Photographers, food editors, art directors and food stylists will share the basics of making food look visually appealing. Discover the tips and tricks of still-life food shots and step-by-step recipe images.

Note— This is a hybrid course. Online assignments also will be due before and after the Oct. 10 Meredith classroom event

**ADVRT/P R/JL MC 391N—Professional Networking (from the guy who wrote the book on it)**

Fridays 1:10 – 3:00 PM; Sept 11th – Oct 30th (8 weeks)

Short course—1 credit

 Creating your professional network is a key element of making your transition from college to the professional world. This Greenlee Short Course Intensive will guide you on the design of your professional network, help you take your first steps in activating your network, give you structured practice in interacting with your network, and help you understand how networking benefits the people in your network. This course is suitable for Advertising, Journalism, and Public Relations majors in any year of their program.

**ADVRT/PR/JLMC 497A—Virtual Reality**

Online course (WWW)

*Prerequisites: Junior classification*

This class will explore virtual reality applications, challenge participants to conceptualize a Virtual Reality project and create a “pitch” suitable for an editor or corporate client with concept, simple storyboarding/timeline.

**ADVRT/PR/JLMC 497C—Magazine Publishing**

*Prerequisites: Junior classification*

Mon Wed 12:10 – 1:30 PM

Analysis of magazine industry and specific audiences served by print and online magazines. Editorial procedures and policies, advertising, circulation, and history of the industry. Individual study of magazines.

**ADVRT/JL MC/P R 497K — Sports and the Media in a Digital 24/7 World**

*Prerequisite: Junior classification*

Tue Thurs 2:10 – 3:30 PM

This discussion-based course will explore how technology is constantly changing advertising, journalism and public relations practices in sports, an industry that is expected to be worth $73.5 billion by 2019. It will also focus on how stakeholders use sports media platforms to lead activism and social change initiatives.

**JL MC 140X—Identity, Diversity and the Media**

Online course (WWW)

Understand perspectives and biases within journalism, advertising and public relations content, including content shared through social-media platforms. Analyze content generated by others. Topics include media literacy, source evaluation, portrayals of diverse groups, identification of diverse sources and strategies for reducing bias in media work.

**Fall 2020 Special Topic and Experimental Greenlee Courses continued**

**P R 323X—Strategic Communication in Agriculture and the Environment**

MWF 11:00 – 11:50 AM

Strategic communication in agricultural and environmental contexts. Analysis of attitudes, implications for individual and societal choices, and skills for effective stakeholder engagement. Impacts within public relations, mass media, popular culture, and advocacy.

***P R 324X—Brand Storytelling***

*Prerequisite: JL MC 201*

Tue Thurs 9:30 – 10:50 AM

This class focuses on combining critical journalism skills with the persuasive tactics of public relations and advertising to help students learn to tell inspired brand stories. Students will be introduced to transmedia storytelling that tells compelling stories, which will be shared with and by diverse audiences.  Today’s audiences are focused on trust and authenticity in the brands they interact with. Brand storytelling, with its roots in fact-based journalism, is how brands best relate to modern audiences.  Throughout the course students will explore audiences’ relationships with brands to create meaningful and emotional connections through storytelling. Students will examine works of narrative non-fiction and persuasion, and apply those techniques to persuasive brand storytelling.

**ROTATING COURSES**

**JL MC 406—Media Management**

*Prerequisite: Junior Classification*

Online course (WWW); 1st half semester; 08/24/2020 - 10/16/2020

Decision-making functions of media. Basic media market analysis, media organization and management, circulation and audience development, technological developments affecting management decisions, and relationships with labor and regulatory agencies that affect media operations.

**JL MC 461—History of American Journalism**

*Prerequisite: Junior classification*

Tue Thurs 9:30 – 10:50 AM  
Role of the mass media, including advertising and public relations, in shaping the social, economic and political history of America; impact of change in these areas on the development, traditions and philosophies of the media.

**JL MC 464—Journalism and Literature**

*Prerequisite: Junior Classification*

Tue Thurs 12:40 – 2:00 PM

A study of journalism's impact on literary writing and literature's impact on journalism, as seen through the works of esteemed American author-journalists.