**Spring 2020 Special Topic and Rotating Greenlee Courses**

**ONE CREDIT SHORT COURSES**

**ADVRT/JL MC/P R 391B Audio Lab - Creating your own podcast**

Meets Jan. 13-March 6 on Wednesdays, 6:10-8:00 PM

Short course—1 credit

Podcasting is one of the fastest growing media delivery systems. Work with KHOI radio professionals to create your own podcast. Develop an idea, write, record, edit and market your podcast.

**ADVRT/P R/JL MC 391E—From Posts to Profits: How to Tackle Social Media Influencer Marketing**

One weekend: Friday, Jan 24th 4:10 PM – 8:00 PM and Sat, Jan 25th 9:00 AM – 5:00 PM; blended

Short course—1 credit

According to USA Today, by 2020 brand spending on influencer marketing is expected to hit $101 billion. Students will learn the benefits and how-to of social media influencer engagement from both brand managers and influencers. The course will include interactive sessions with these professionals as well as small-group final projects.

**ADVRT/JL MC/P R 391J– The Basics of Video Storytelling using Live Sports Production**

Meets 04/08/2020 – 04/29/2020 on Wednesdays, 3:10 – 5:00 PM

Short course—1 credit

Students will get the opportunity to learn the basics of telling the Cyclones brand story using live sports video production. Students will use professional equipment you would see in a video control room or production truck.

**SPECIAL TOPIC COURSES**

**ADVRT/JL MC/P R 390J—Fashion and Beauty Writing**

*Recommended Prerequisite: C+ or better in JL MC 201*

Section 1: Mon Wed 2:40 PM – 3:50 PM

Section 2: Mon Wed 12:10 – 1:20 PM

JL MC 390J is a 3-credit skills course that will introduce you to writing for beauty and fashion magazines, social media and websites. The course will review different forms of fashion and beauty journalism and the role of fashion in pop culture, and will study these specialty media. You’ll learn about trend reporting and writing features and short-form copy. You will master how to review products. Fashion and beauty websites and blogging will be studied and created. Guest speakers, via Skype, will share their professional experiences and provide trade and career advice. A capstone assignment will entail covering the ISU Fashion Show in April.

**ADVRT/PR/JLMC 497D—First Amendment Freedoms and Conflicts: Know your rights**

*Prerequisites: Junior classification*

Mon Wed 2:10 PM – 3:00 PM; Blended course

This course will examine the freedoms guaranteed under the First Amendment and how they work within current social conflicts. Students will explore the theories and case law behind the freedom of speech, press, petition, assembly, religion and consider how each freedom works in practice. Does the First Amendment still provide the foundation for democracy? Or have our freedoms eroded over time? This course will focus on finding a balance between rights and responsibilities when it comes to expressing ourselves. This course will blend classroom learning with online instruction and field experiences.

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**ADVRT/JL MC/P R 497L — Strategic Planning for Social Media**

Online course (WWW)

The goal of this course is to use social media strategically, from both an advertising and public relationship standpoint, to the advantage of a client or an organization.  This course examines and analyzes the social media space from a business perspective. You will learn best practices in the areas of strategic planning, tactical execution and measurement of various social media platforms.

**EXPERIMENTAL COURSES**

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

*Meets U.S. Diversity Requirement*

Online course (WWW)

Identity, Diversity and the Media helps students as both consumers and creators of journalism,

advertising and public relations content, including content shared through social-media platforms. Students will begin to understand their own perspectives and biases and then move into analysis of content generated by others.

***P R 324X—Brand Storytelling***

*Dates/times TBA (course will be added to the schedule soon!)*

*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 COURSE**

**JL MC 406—Media Management**

*Prerequisite: Junior Classification*

Online course (WWW); 1st half semester; 01/13/2020 – 03/06/2020   
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.