

# Augustana College

## Multimedia Journalism & Mass Communication (MJMC)

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| <b>Courses required for the first year:</b> None   |
| <b>Courses recommended for the first year:</b> MJMC-215; MJMC-225; MJMC-235; COMM-230 <i>or</i> COMM-240 |
| <b>Contact:</b> David Schwartz (davidschwartz@augustana.edu)   |

### The Major in Multimedia Journalism & Mass Communication

#### Required Courses

| Course Number  | Course Name                   | Learning Perspective / Suffix | Prerequisites  | Usually offered: F, J, SP, SU* | Credits |
|--|-------------------------------|-------------------------------|--|--------------------------------|---------|
| MJMC-215   | News Literacy                 | PH                            | None   | F, J, SP                       | 4       |
| MJMC-250   | Visualizing Society           | PA                            | None   | F                              | 4       |
| MJMC-251   | Reporting Your World          | None                          | MJMC-250 or permission of instructor                     | SP                             | 4       |
| MJMC-301   | Mass Communication Law        | PP                            | None   | SP                             | 4       |
| MJMC-382   | Media Theory in Communication | PS                            | MJMC-215, COMM-230, COMM-240 or permission of instructor | F, SP                          | 4       |
| MJMC-450   | Senior Inquiry                | None                          | None   | F                              | 2       |
| MJMC-INTR  | Multimedia Internship         | None                          | None   | F, J, SP, SU                   | 0-9     |
| <b>Two MJMC courses <i>or</i> COMM-230, COMM-240, COMM-370</b> |                               |                               |  | F, J, SP                       | 8       |

## Additional Recommended Courses

| Course Number | Course Name                       | Learning Perspective/<br>Suffix | Prerequisites                                      | Usually offered:<br>F, J, SP,<br>SU* | Credits |
|---------------|-----------------------------------|---------------------------------|--|--------------------------------------|---------|
| MJMC-200      | Special Topics in Media           |                                 |  |                                      | 4       |
| MJMC-225      | Strategic Comm                    | PS                              |  | F, J, SP                             | 4       |
| MJMC-235      | Podcasting and Audio Storytelling | PA                              |  | F                                    | 4       |
| COMM-230      | Comm, Politics & Citizenship      | PL                              |  | F, J, SP                             | 4       |
| COMM-240      | Advertising & Social Influence    | PS                              |  | F, J, SP                             | 4       |
| MJMC-310      | Specialized Reporting             |                                 |  | SP                                   | 4       |
| MJMC-345      | Cultural History of Media         | PP                              |  | F                                    | 4       |
| MJMC-350      | Contemporary Issues in Media      |                                 |  | SP                                   | 4       |
| COMM-370      | Comm and Emerging Tech            |                                 |  | SP                                   | 4       |
| MJMC-381      | Media and Society                 | PS                              |  |                                      | 4       |
| MJMC-403      | Public Relations                  |                                 |  | F                                    | 4       |
| MJMC-411      | Seminar in Media                  |                                 |  |                                      | 4       |
| MJMC-420      | Race, Gender and Media            | D                               | MJMC, Comm, WGSS major or permission of instructor | F                                    | 4       |

## The Minor in Multimedia Journalism & Mass Communication

### Required Courses

| Course Number  | Course Name            | Learning Perspective/<br>Suffix | Prerequisites                        | Usually offered:<br>F, J, SP,<br>SU* | Credits |
|--|------------------------|---------------------------------|--------------------------------------|--------------------------------------|---------|
| MJMC-215   | News Literacy          | PH                              |                                      | F, J, SP                             | 4       |
| MJMC-250   | Visualizing Society    | PA                              |                                      | F                                    | 4       |
| MJMC-251   | Reporting Your World   |                                 | MJMC-250 or permission of instructor | SP                                   | 4       |
| MJMC-301   | Mass Communication Law | PP                              |                                      | SP                                   | 4       |
| Any MJMC course <i>or</i> COMM-230, COMM-240 or COMM-370 |                        |                                 |                                      | F, J, SP                             | 4       |

### Major Overview

MJMC majors typically find work in the following fields: strategic communication; marketing; public relations; journalism, advertising; corporate communications; nonprofit communication; political communication; social media marketing; sports communication; and management, marketing & communication.

\*Fall, J-term, Spring, Summer; see [Academic Calendar](#) for specific dates

Updated May 2026