Note: The courses listed below fulfill the requirements in the categories indicated. However, as in all academic programs, course lists change from time to time. Kristen Salomon can advise on availability of IMC and Kellogg classes at the end of the quarter before the class runs. /JC

### Media Strategy & Leadership Course Clusters

#### Media Management
- **JOUR 461** How 21st Century Media Work
- **IMC 461** Media Economics & Technology
- **MEDM 432** Understanding the Media and Its Content (Kellogg cross-listed w/IMC)
- **IMC 457** Managing the Integration Process
- **MEDM 914** Media Management Strategy Project (Kellogg, spring)
- **MEDM 915-B** Managing Interactive Media (Kellogg)
- **MKTG 953** Information & Technology-based Marketing (Kellogg)
- **IMC 473** Investor Relations Management
- **IMC 459** IMC Law, Policy & Ethics
- **IMC 490** Special Topics: Leading Media Organizations

#### Audience Understanding
- **JOUR 455** Audience Insight
- **IMC 455** Consumer Insight
- **IMC 451** Marketing Research & Statistics I
- **IMC 453** Marketing Research & Statistics II
- **IMC 482** Database Marketing
- **MKTG 458** Models of Consumer Behavior

#### Content Creation
- **JOUR 490** Magazine & Interactive Journalism
- **JOUR 404** Sports & Society
- **JOUR 404-1** Sports Reporting
- **JOUR 406** News Graphics & Design
- **JOUR 408** Photojournalism
- **JOUR 421** Urban Issues Seminar
- **JOUR 421-2** Advanced Public Affairs Reporting
- **JOUR 422** U.S. Security & Civil Liberties Reporting
- **JOUR 422-1**
- **JOUR 422-2** National Security Reporting Project (Fall, DC, by application)
- **JOUR 423** Business Reporting Seminar
- **JOUR 423-2** Advanced Business Reporting
- **JOUR 424** Magazine Writing
- **JOUR 480** Developmental Editing
Content Creation, continued

JOUR 425  Health & Science Reporting Seminar
JOUR 425-2 Advanced Health & Science Reporting
JOUR 433  Video Journalism
JOUR 433-1 Advanced Video Journalism
JOUR 433-3 Techniques: Video Storytelling
JOUR 433-4 Documentary Project
JOUR 436  Long-Form Non-Fiction Narrative (2 units, capstone)
JOUR 436-1 The Art & Craft of Writing a Non-fiction book (occasional elective)
JOUR 470  Producing a News Website (½ unit)
JOUR 472  Using Web Technologies (½ unit)
JOUR 473  Freelancing (½ unit)
JOUR 474  Inside Business-to-Business Media (½ unit) (Spring)
JOUR 476  Travel Writing (½ unit)
JOUR 477  Media Design Research & Testing (½ unit)
JOUR 490  Special Topics: Advanced Interactive Design (½ unit)
JOUR 490  Special Topics: Collaborative Innovation in Journalism & Technology
IMC 454  Communications & Persuasive Messages
IMC 464  The Intuitive Marketer
IMC 475  Crisis Communications

Marketing

IMC 452  Integrated Marketing
MKTG 455  Media & Integrated Marketing
IMC 463  Brand & Advertising Solutions
IMC 485  Customer Loyalty
MKTG 951  Sports Marketing (Kellogg)
IMC 472  Marketing Public Relations
IMC 482  Direct & Interactive Marketing
IMC 498  Asian Perspectives
IMC 498  Entertainment Marketing
IMC 498  Global Communication
IMC 498  Building Brand Equity
IMC 498  Digital Marketing
MKTG 913  Internet Marketing (Kellogg)

Digital and Interactive Publishing

JOUR 490  Magazine & Interactive Journalism
JOUR 470  Producing a News Website (½ unit)
JOUR 477  Media Design Research & Testing (½ unit)
JOUR 480  Interactive Storytelling with JavaScript (½ unit)
JOUR 490  Special Topics: Collaborative Innovation in Journalism & Technology
IMC 458  Communities
IMC 498  Digital Marketing
MKTG 913  Internet Marketing (Kellogg)
IMC 482  Direct & Interactive Marketing
MGMT 463  Management of Technology
Innovation (Innovation classes are interdisciplinary and integrative, usually with a live project and usually taken after completing prerequisite courses)

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>JOUR 434</td>
<td>Magazine Innovation Project (2 units) (Not typically recommended for MSL students)</td>
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<tr>
<td>IMC 442</td>
<td>Capstone: Strategic Planning in an E-Commerce Environment (2 units)</td>
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<td>JOUR 490</td>
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