

Strategic Communication

Major Progress Report

Important note: This progress report is for tracking student progress within the Media, Film and Journalism Studies department curriculum only. It DOES NOT include University of Denver common curriculum requirements. For verification of graduation requirements, please contact the Registrar's Office.

These are the requirements for students entering the program as of fall 2022. Those students who declared the strategic communication major prior to fall 2022 may opt to follow this progress report by notifying the Director of Undergraduate Studies or they will be expected to fulfill the requirements as outlined on their degree audit.

Student Name:

Student ID Number:

Faculty Advisor Name:

Advising Session (Date):

Strategic Communication Foundational Courses			Credits
(Choose ONE of the following; 4 credit hours required)			
MFJS 2210 (SI)	Introduction to Media and Culture May be counted both toward SI-Society AND your MFJS major.		4
MFJS 2280 (SI)	Politics & Media May be counted both toward SI-Society AND your MFJS major.		4
Justice Equity Diversity Inclusion and Internationalization (JEDII) Courses			
(Choose ONE of the following; 4 credit hours required)			
MFJS 2160 (SI)	Sexualities and Screens May be counted both toward SI-Society AND your MFJS major.		4
MFJS 2205 (SI)	International and Development Communication May be counted both toward SI-Society AND your MFJS major.		4
MFJS 2220 (SI)	Hip Hop as Medicine May be counted both toward SI-Society AND your MFJS major.		4
MFJS 2270 (SI)	Activist Media May be counted both toward SI-Society AND your MFJS major.		4
MFJS 2440 (SI)	Global & Multicultural Campaigns May be counted both toward SI-Society AND your MFJS major.		4
MFJS 3120 (SI)	Media Ethics, Race and Technology May be counted both toward SI-Society AND your MFJS major.		4
MFJS 3207	JEDII and Health Communication		4

	MFJS 3242	Reel Women Prerequisite: MFJS 2000 Introduction to Film Criticism	4
	MFJS 3652	Feminist Media Studies	4
<p>Specialized Courses for the Major (20 credit hours required)</p>			
	MFJS 2400	Strategic Communication Planning Restricted to SCOM/MDST Students	4
	MFJS 3040	Media Law Prerequisite: Junior standing	4
	MFJS 3410	Strategic Messaging Prerequisite: MFJS 2400 Strategic Communication Planning	4
	MFJS 3420	Strategic Communication Seminar Prerequisites: MFJS 2400 Strategic Communication Planning AND MFJS 3410 Strategic Messaging	4
	MFJS 3980	Strategic Communication Internship* Prerequisites: 12 credits in the major including MFJS 2400 Strategic Communication Planning, MFJS 3410 Strategic Messaging.	4
<p>Electives (Choose THREE of the following; 12 credit hours required)</p>			
	MFJS 2001	Producing Video for Social Media	4
	MFJS 3110	Audience Research Methods Prerequisite: Junior Standing	4
	MFJS 3170	Infographic Storytelling Prerequisite: MFJS 2140 Storytelling & Reporting OR MFJS 2400 Strategic Communication Planning	4
	MFJS 3180	Media Studies Research Prerequisite: Junior Standing	4
	MFJS 3201	Publication and Graphic Design Prerequisite: MFJS 2140 Storytelling & Reporting OR MFJS 2400 Strategic Communication Planning	4
		Producing the Environmental Documentary	4
	MFJS 3245	Creating Films for Clients Prerequisite: MFJS 2000 Introduction to Film Criticism OR MFJS 3215 Introduction to Filmmaking	4
	MFJS 3310	Advanced Storytelling & Reporting Prerequisite: MFJS 2140 Storytelling & Reporting OR MFJS 3410 Strategic Messaging	4
	MFJS 3501	Web Design and Content Development Prerequisite: MFJS 2140 Storytelling & Reporting OR MFJS 2400 Strategic Communication Planning	4
	MFJS 3503	Social Media Strategies Prerequisite: MFJS 2140 Storytelling & Reporting OR MFJS 2400 Strategic Communication Planning	4

	MFJS 3506	Audio Documentaries	4
	MFJS 3655	JEDII Storytelling Prerequisite: MFJS 2140 Storytelling and Reporting OR MFJS 3410 Strategic Messaging	4
	MFJS 3700	New Media Law and Regulation Prerequisite: Junior Standing	4
	MFJS 3852	Advanced Design, Layout and Editing Prerequisite: MFJS 3201	4
	MFJS 3900	Special Topics in Strategic Communication (<i>topics rotate</i>) Indicate course here:	4
	MFJS 3991	Independent Study (<i>variable credits</i>)	1-4

* Only 4 quarter hours of internship credit may be applied toward the 40 quarter hours required for the major. An additional 4 quarter hours of internship may be applied toward university general electives.

Updated 2.18.22