

## Fall 2017 Course Descriptions

### 390.1 SPORTS ON TV - ANDY FREEDMAN

You will learn about the production of sports events, the technical side that makes it happen and all the business deals behind the scenes that generate billions in revenue. Regular guest speakers will add to the learning environment. The class includes immersive learning experiences through participation in Go Heels Productions. **Elective**

### 390.2 BUSINESS NEWS WIRE – CHRIS ROUSH

The Business News Wire class teaches students how a news wire operates. Students will report stories about North Carolina companies on a real-time basis and market those stories to state media via email and a website. **BUJO**

### 390.3 BUSINESS JOURNALISM MGT. – CHRIS ROUSH

Learn how to oversee and manage a business news wire, including distribution of content to media organizations, managing an email newsletter and handling social media. Also involves some reporting and writing. **BUJO**

### 390.4 ACCOUNT PLANNING – JOSH CARLTON

A study of the principles and tools of strategists and account planners all in the pursuit of connecting people with brands in new and interesting ways. This course focuses on three main areas: insights, creativity, and persuasion. First, how to uncover compelling customer, competition and brand insights through research. Second, how to spark creativity in others and in yourself using those insights. Finally, the course will cover how to persuade, provoke and inspire others through creative briefs, presentations and more. **AD, SC, PR**

### 490.3 BIG DATA – DEEN FREELON

An introduction to the analysis of textual data using computer programming-based (so-called “Big Data”) methods. Students will learn how to use code to analyze and visualize large datasets drawn from traditional and/or social media. No prior programming experience is required. Prerequisites: None, but a basic knowledge of quantitative research methods is helpful. **Conceptual**

#### 490.4 PERSONAL FINANCE – CAROL WOLF

Learn the concepts of personal finance including mortgages, credit card management, checking accounts, credit ratings and scores, privacy, retirement planning, and stock market investing to help you successfully navigate your finances after graduation. We will explore the concepts of personal finance, and also at looking behind the numbers to spot how the consumer might be taken advantage of financially by banking and other institutions. This course will equip you with life-long skills related to managing and protecting your finances. **Conceptual**

#### 490.5 WASHINGTON EXPERIENCE – DANIEL KREISS

The Washington Experience is an intensive, semester long course that will introduce students to political communication and organizations and individuals from the UNC School of Media and Journalism's vast alumni and friend network. Political communication spans everything from political journalism and public relations to advertising and marketing. And, it takes place on social media and television, as well as the webpages of new journalism startups and print pages of newspapers. The hallmark of the class is a week in Washington D.C. over fall break where students will visit various social media firms, journalism, party, and advocacy organizations, political consultancies, and legislative offices. The class will also feature two high-profile signature speakers who will visit Chapel Hill, one from the ranks of journalism and the other with a background in strategic communication. At the end of the course, students will have a deep understanding of political communication across various fields and platforms, as well as a network of contacts who can help them launch their careers.