



# JMC SENIOR PORTFOLIO REQUIREMENTS

## PR & Strategic Comm

	PRODUCT	DESCRIPTION	COURSE
1	<b>Resume</b>	<b>Resume:</b> Professional one-page resume. Mass-communications-related experience preferred.	Career Center Junior Year COMM 3110
2	<b>Bio</b>	Professional, 2-3 paragraphs	Career Center Junior Year COMM 3110
3	<b>News Clippings</b>	A minimum of three published stories from the online <i>Tiger's Roar</i> or the printed <i>Tiger's Roar</i> . Must include newspaper's flag (reduced), byline (one person) and date.	COMM 2101 (1) COMM 4101 (1) COMM 4406 (1)
4	<b>News Releases – e-News Releases</b>	A minimum of three press releases written on behalf of organizations.	COMM 3401
5	<b>Fact Sheet/e-Fact Sheet</b>	A minimum of one fact sheet written on behalf of an organization	COMM 3401
6	<b>Media Advisory/e-Media Advisory</b>	A minimum of one media advisory written on behalf of an organization	COMM 3401
7	<b>Pitch Letter/e-Pitch Letter OR Sponsor Letter</b>	A minimum of one pitch letter written to the media on behalf of an organization	COMM 4101
8	<b>Print AD</b>	A minimum of one sample print AD (newspaper or magazine)	COMM 4101
9	<b>Advertising (Broadcast or Web)</b>	A :15 second commercial or :30 commercial or web ad.	COMM 4101
10	<b>A Research Paper</b>	A research paper that explores a phenomenon in the field of mass communications.	COMM 3120 COMM 2810
11	<b>Other Work Produced</b>	Samples of work from upper-level courses and internships.	Various Courses and Internship