### JOUR 1210  MASS COMM & SOCIETY

<table>
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<th>Section</th>
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<th>Days</th>
<th>Time</th>
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<td>3.0</td>
<td>MWF</td>
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#### JOUR 2000  PRINCIPLES OF AD & PR

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<th>Credits</th>
<th>Days</th>
<th>Time</th>
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Both courses have the following notice:

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

### JOUR 2250  MEDIA LITERACY

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This course is web-based and restricted to non-Texas residents.

### JOUR 2300  PRINCIPLES OF NEWS

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<tr>
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Both courses have the following notice:

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

### JOUR 2310  INTRO TO MEDIA WRITING

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<tr>
<td>003</td>
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<td>MW</td>
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Both courses have the following notice:

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.
JOUR 223
TRCRE 3.0  02:00 pm-03:20 pm  SYMR 223
JOUR MAJOR OR MINOR STATUS AND PASS GSP TEST; TWO TERMS/SEMESTERS OF FIRST YEAR
ENGLISH
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND
PRE-REQS HAVE BEEN COMPLETED
CO-REQUISITE: JOUR 2310.007
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A
STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

JOUR 2310
307 (8012) LAB 0.0 F  03:00 pm-04:50 pm  SYMR 224
CO-REQUISITE JOUR 2310.010
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

JOUR 3020
ADV ACCOUNT PLANNING

JOUR 3040
AD MEDIA STRATEGY

JOUR 3050
AD COPYWRITING
CO-REQUISITE 3055.001. STUDENTS TAKING THIS CLASS SECTION MUST ALSO ENROLL IN JOUR 3055.001. NO EXCEPTIONS.

JOUR MAJOR STATUS AND JOUR 1210, JOUR 2000 OR 2010, JOUR 2310, JOUR 3210/2200, GSP TEST AND MATH 1680; JOUR MINOR STATUS AND JOUR 2000 OR 2010
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

CO-REQUISITE 3055.002 STUDENT TAKING THIS CLASS SECTION MUST ALSO ENROLL IN JOUR 3055.002. NO EXCEPTIONS.

JOUR MAJOR STATUS AND JOUR 1210, JOUR 2000 OR 2010, JOUR 2310, JOUR 3210/2200, GSP TEST AND MATH 1680; JOUR MINOR STATUS AND JOUR 2000 OR 2010
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

CO-REQUISITE - JOUR 3050.001

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

CO-REQUISITE - JOUR 3055.002

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

CO-REQUISITE - JOUR 3050.001

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.
JOUR 3200   MASS COMM RESEARCH
801 (18003) CRE 3.0   INET   Campbell C

JOUR 3210   APPL DESIGN AD & PR
001 (7986) CRE 3.0   SYMR 222   Rivenbark Jr. C
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND
PRE-REQS HAVE BEEN COMPLETED.
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A
STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

JOUR 3270   MEDIA ENTREPRE & INNOV
001 (17077) CRE 3.0   ENV 115   Foote Jr C
DESCRIPTION: EVERYDAY WE'RE READING ABOUT THE MAJOR CHANGES THAT ARE AFFECTING
DAILY JOURNALISM. LAYOFFS, BUYOUTS, CONSOLIDATIONS AND THE SEARCH FOR NEW
BUSINESS MODELS ARE ON TOP OF EVERY MEDIA EXECUTIVE'S MIND. BEYOND THAT, THERE'S A
NEED FOR A SPIRIT OF ENTREPRENEURSHIP AND INNOVATION IN ALL FORMS OF MEDIA.
CREATING NEW SOLUTIONS TO ENGAGE AUDIENCES, INTEGRATING CONTENT AND TECHNOLOGY
ARE REQUIRED FOR MEDIA COMPANIES AND PROFESSIONALS TO SUCCEED. TAKING AN IDEAS
FROM CONCEPT TO REALITY IS ONE OF THE MOST DIFFICULT STEPS FOR ANYONE TO TAKE, BUT
IT IS ONE THAT MEDIA PROFESSIONALS MUST HAVE THE SKILLS TO SURVIVE AND SUCCEED.
THIS CLASS WILL PROVIDE AN OVERVIEW OF THE CURRENT AND FUTURE STATE OF MEDIA;
WHAT IT TAKES TO BECOME AN ENTREPRENEUR; HOW TO START A BUSINESS; FIND CUSTOMERS
AN D IN THE END, PITCH YOUR BUSINESS IDEA. PRE-REQUISITES: JOUR MAJOR.

JOUR 3300   INTRO TO VISCOMM
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.

JOUR MAJOR STATUS AND (2013 CATALOG) JOUR 1210, JOUR 2300, JOUR 2310, PASS GSP TEST AND MATH 1680 OR (2012 CATALOG AND BEFORE) PASS GSP TEST; JOUR MINOR STATUS AND JOUR 2310

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.

JOUR MAJOR STATUS AND (2013 CATALOG) JOUR 1210, JOUR 2300, JOUR 2310, PASS GSP TEST AND MATH 1680 OR (2012 CATALOG AND BEFORE) PASS GSP TEST; JOUR MINOR STATUS AND JOUR 2310

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.

JOUR MAJOR STATUS AND (2013 CATALOG) JOUR 1210, JOUR 2300, JOUR 2310, PASS GSP TEST AND MATH 1680 OR (2012 CATALOG AND BEFORE) PASS GSP TEST; JOUR MINOR STATUS AND JOUR 2310

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.

JOUR MAJOR OR MINOR STATUS AND JOUR 3321 OR 3323

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.

JOUR MAJOR OR MINOR STATUS PLUS JOUR 3321 OR 3323

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.

JOUR MAJOR OR MINOR STATUS PLUS JOUR 2310.

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

JOUR MAJOR STATUS AND (2013 CATALOG) JOUR 1210, 2310 AND 2000 OR 2300 OR (2012 CATALOG AND BEFORE) JOUR 1210, JOUR 2010 OR 2420, JOUR 2310, JOUR 3210/2200 OR JOUR 3300/2330 AND PASS GSP TEST; JOUR MINOR STATUS AND JOUR 2310

JOUR 3321.304 IS A LAB COMPONENT OF HOUR 3321.004 AND THE TWO CLASSES SHOULD BE TAKEN CONCURRENTLY.

WEB-BASED INSTRUCTION.

THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

JOUR 3323  BDCST / WEB NEWS WRITING

001 (7945) CRE 3.0 M 12:00 pm-02:50 pm GAB 101 Fellows J
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
MAJOR STATUS AND (2013 TO CURRENT CATALOG) JOUR 1210, JOUR2310 AND JOUR 2300; OR
(2012 CATALOG AND BEFORE) JOUR 1210, JOUR 2310, JOUR 3210/2200 AND JOUR 3300/2330 AND
PASS GSP TEST; JOUR MINOR STATUS AND JOUR 2310.
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IN MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

002 (7981) CRE 3.0 W 12:00 pm-02:50 pm GAB 101 Fellows J
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
MAJOR STATUS AND (2013 TO CURRENT CATALOG) JOUR 1210, JOUR2310 AND JOUR 2300; OR
(2012 CATALOG AND BEFORE) JOUR 1210, JOUR 2310, JOUR 3210/2200 AND JOUR 3300/2330 AND
PASS GSP TEST; JOUR MINOR STATUS AND JOUR 2310.
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IN MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

JOUR 3340  DIGITAL MEDIA FOR JOUR

801 (16083) CRE 3.0 INET Foote Jr C
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

802 (16084) CRE 3.0 INET Fellows J
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

803 (16085) CRE 3.0 INET Bennett T
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

JOUR 3400  FUNDAMENTALS OF PR

001 (8003) CRE 3.0 M 03:30 pm-06:20 pm ENV 110 Fuse K
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.
JOUR MAJOR STATUS AND JOUR 1210, JOUR 2000, JOUR 2310, PASS GSP TEST AND MATH 1680;
JOUR MINOR STATUS AND JOUR 2000; STUDENTS WHO HAVE TAKEN AND PASSED JOUR 2420 WILL NOT RECEIVE CREDIT FOR THIS CLASS

501 (17693) CRE 3.0 TR 12:30 pm-01:50 pm FRSC 121
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX  75034.

JOUR 3410  PR FOR NON-PROFITS

001 (7973) CRE 3.0 W 06:30 pm-09:20 pm TH 121 Keller K
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.
**JOUR 3420  PR WRITING**

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Students should contact school if enrollment is blocked for this course and pre-reqs have been completed.

Major status and JOUR 3321.

First day attendance in Mayborn School of Journalism classes is mandatory. If a student misses the first class day, the student may be dropped.

**JOUR 3430  CRISIS COMMUNICATION**

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<tr>
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<td>17075</td>
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<td>GAB 114</td>
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This class is designed to develop advanced professional crisis communication research, planning, communication and analysis skills. Students will gain an understanding of crisis communication cycle and case studies from a variety of organizational communication perspectives; nonprofit, corporate, presidential, governmental and media communication. Class assignments will examine recent crises for new organizational, public, social media, media and ethics trends, complexities and practices.

**JOUR 3700  PHOTO JOURNALISM**

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JOUR major or minor status and JOUR 3321 or 3323 and JOUR 3300/2330.

Students should contact school if enrollment is blocked for this course and pre-reqs have been completed.

First day attendance in Mayborn School of Journalism classes is mandatory. If a student misses the first class day, the student may be dropped.

**JOUR 4055  BROADCAST ADVERTS**

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**JOUR 4060  AD AGENCY ACCOUNT MGMT**

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**JOUR 4070  AD CAMPAIGNS**

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Students should contact school if enrollment is blocked for this course and pre-reqs have been completed.

Major or minor status plus JOUR 3020 and JOUR 3040 or JOUR 3200 and JOUR 3050/4050.

First day attendance in Mayborn School of Journalism classes is mandatory. If a student misses the first class day, the student may be dropped.

**JOUR 4210  TOPICS IN JOUR**
Course Topic: MOBILE JOURNALISM

THIS CLASS WILL ACT AS A DIGITAL-ONLY NEWSROOM, UTILIZING PHOTOS, VIDEO, AUDIO AND TEXT TO PRODUCE CONTENT FOR YOUR AUDIENCE. THE FOCUS WILL BE ON MOBILE JOURNALISM AND UTILIZE THE SMARTPHONE AS A “DIGITAL HUB,” USED FOR CREATING AND CONSUMING CONTENT. MOBILE JOURNALISM IS A FAST-PACED COURSE PROVIDING STUDENTS PRINCIPLES AND PRACTICE TO PRODUCE CONTENT IN THE DIGITAL REALM. IT FOCUSES ON THE ROLE AND IMPACT OF DIGITAL-FIRST THINKING AND TECHNOLOGY ON JOURNALISTS’ NEWS GATHERING AND DISTRIBUTION. THIS COURSE ALSO ADDRESSES FUNDAMENTALS OF SOCIAL MEDIA, CURATION AND NEW BUSINESS MODELS. CONTENT FOR CLASS MAY BE SHARED WITH NTDAILY, NTDAILY.COM AND DENTON COMMUNITY TELEVISION.

PREREQUISITES: JOUR 2310.

Course Topic: INTRODUCTION TO PODCASTING

THIS CLASS WILL INTRODUCE YOU TO THE FUNDAMENTALS OF PRODUCING A PODCAST. YOU WILL USE JOURNALISM SKILLS TO DEVELOP, WRITE, SCRIPT AND PRODUCE A PODCAST THAT WILL AIR ON NTDAILYRADIO.COM. YOU WILL ALSO LEARN AUDIO RECORDING AND EDITING TECHNIQUES AS WELL DIFFERENT TYPES OF PODCASTING FORMATS.

Course Topic: CREATIVE MEDIA ILLUSTRATION

PREREQUISITES: JOUR 3210 OR ASTU 3030.

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

TOPIC: CREATIVE MEDIA ILLUSTRATION

DESCRIPTION: THIS COURSE PROVIDES STUDENTS WITH A FOUNDATION IN BASIC GRAPHIC DESIGN CONCEPTS AND SKILLS USING A HANDS-ON APPROACH IN A LAB SETTING USING DIGITAL SOFTWARE. TOPICS INCLUDE DESIGN ELEMENTS AND PRINCIPLES, COLOR THEORY, TYPOGRAPHY, AND LAYOUT TECHNIQUES. UPON COMPLETION OF THIS COURSE STUDENTS SHOULD HAVE THE ABILITY TO DEMONSTRATE VISUAL PROBLEM SOLVING SKILLS USING VARIOUS GRAPHIC TOOLS, TECHNIQUES, AND PROCESSES.

Course Topic: RISE OF SPRTS ANALYTICS & SALE

THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

THIS COURSE WILL FOCUS ON INNOVATIVE & CREATIVE CAMPAIGNS AND WHAT THE PROFESSIONAL AND COLLEGIATE RANKS ARE DOING TO STAY AT THE FOREFRONT. STUDENTS WILL UTILIZE DATA/ANALYTICS TO EXECUTE FAST PACED DECISION TO HELP THEM LEARN HOW TO STAND OUT IN GETTING HIRED FOR THEIR DREAM JOB.

Course Topic: DATA REPORTING & VISUALIZATION

WEB-BASED INSTRUCTION.

THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

DATA REPORTING AND VISUALIZATION.

PRE-REQUISITE JOUR 3321 AND EITHER JOUR 3300 OR JOUR 3210

DESCRIPTION: COURSE IS AN INTRODUCTION TO THE COMMUNICATION OF FACTS AND DATA BY MEANS OF CHARTS, GRAPHS, MAPS, AND DIAGRAMS. STUDENTS WILL LEARN THE BASICS OF CLEANING “DIRTY” DATA, HOW TO ANALYZE IT USING SEVERAL PROGRAMS AND HOW TO TAKE THE DATA TRENDS THEY FIND AND TURN THEM INTO A COHESIVE DATA STORY. STUDENTS WHO ARE WRITERS THAT WANT TO KNOW HOW TO USE DATA IN THEIR STORYTELLING AND CREATE DYNAMIC DATA VISUALIZATIONS SHOULD TAKE THIS COURSE. THIS IS NOT A CODING CLASS, AND NO PREVIOUS CODING EXPERIENCE IS REQUIRED. ACCESS TO A COMPUTER WITH ABILITY TO DOWNLOAD SOFTWARE ONTO IT IS REQUIRED AS WE WILL BE USING SEVERAL FREE PROGRAMS THAT WILL NEED TO BE INSTALLED.
Course Topic: WEB DESIGN FOR JOURNALISM

WEB-BASED INSTRUCTION.

THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

THIS COURSE IS AN OVERVIEW OF ONLINE DESIGN AND AN INTRODUCTION TO CODING FOR DESIGNERS, WITH AN EMPHASIS ON THINKING MOBILE FIRST. WE WILL USE A CASE STUDY APPROACH AND EVALUATE THE DESIGN AND PRODUCTION OF WEB APPLICATIONS FOR JOURNALISM, ADVERTISING AND PUBLIC RELATIONS. AFTER THE CASE STUDIES SECTION, STUDENTS WILL INCORPORATE BEST PRACTICES FOR USER EXPERIENCE (UX) AND PLAN AND PRODUCE AN INTERACTIVE DESIGN OF A WEB APPLICATION FOR DIGITAL STORYTELLING (THIS CAN BE ON BEHALF OF A NEWSWORTHY TOPIC, FOR A CLIENT OR A CAMPAIGN). THROUGHOUT THE COURSE STUDENTS WILL WORK ON FRONT-END CODING SKILLS AND INVESTIGATE THE AFFORDANCES OF VARIOUS LANGUAGES AND LIBRARIES FOR WEB DESIGN.

JOUR 4215 MEDIA PERF FOR NEWS/PR

001 (17074) CRE 3.0 W 09:59 am-12:50 pm GAB 111H McElroy B

JOUR 4220 BUSINESS JOURNALISM

001 (17076) CRE 3.0 R 02:00 pm-04:50 pm LANG 316 Foote Jr C

Course Topic: BUSINESS JOURNALISM

DESCRIPTION: IN DALLAS, THERE ARE 18 BUSINESSES ON THE FORTUNE MAGAZINE TOP 500 COMPANIES IN AMERICA LIST THAT GENERATED NEARLY $800 BILLION IN REVENUE. IN TEXAS, THERE ARE 52 COMPANIES ON THE LIST. BUSINESS NEWS AND THE ECONOMY ARE AT THE HEART OF ALMOST EVERY STORY WE COVER NOWADAYS. THIS IS A FUNDAMENTAL CLASS TO UNDERSTAND THE BASIC CONCEPTS OF HOW TO TELL STORIES ABOUT PUBLICLY TRADED AND PRIVATE COMPANIES AS WELL AS A GRASP ON HOW FINANCIAL MARKETS AFFECT EVERY ASPECT OF NEWS COVERAGE - LOCALLY, STATEWIDE, NATIONALLY, AND INTERNATIONALLY. YOU WILL LEARN HOW TO FIGURE HOW MUCH CORPORATE CEO'S MAKE, HOW TO READ FINANCIAL STATEMENTS, HOW THE STOCK MARKET WORKS, HOW TO WRITE BASIC EARNINGS REPORT STORIES AND HOW TO DO RESEARCH PUBLICLY TRADED AND PRIVATE COMPANIES. IF YOU WANT TO BECOME MORE KNOWLEDGEABLE ABOUT BUSINESS, WANT TO BECOME A BUSINESS WRITER OR A DIRECTOR OF INVESTOR RELATIONS, THIS CLASS IS FOR YOU.

JOUR 4230 ARTS & CULTURE JOUR

001 (15787) CRE 3.0 W 06:30 pm-09:20 pm GAB 111H Loftis R

CLASS TITLE: MUSIC CRITICISM

STUDENTS WILL DEVELOP THE SKILLS NECESSARY TO REVIEW LIVE AND RECORDED MUSIC IN A VARIETY OF GENRES, FOR A RANGE OF PLATFORMS, AND ON DEADLINE. STUDENTS CAN ACHIEVE AN UNDERSTANDING OF MUSICAL FORMS, CONVENTIONS TRADITIONS AND NEW AESTHETICS SUFFICIENT TO WRITE AUTHORITATIVE REVIEWS, CRITICAL ESSAYS, FEATURES AND PROFILES OF MUSIC AND MUSICIANS. STUDENTS LEARN ABOUT THE RAPIDLY EVOLVING MARKETS WHERE MUSIC CRITICISM APPEARS - PRINT, ONLINE, SOCIAL MEDIA AND BROADCAST. THE ETHICAL AND LEGAL ASPECTS OF MUSIC CRITICISM AND MUSIC CRITICISM'S ROLE IN SOCIETY WILL BE CONSIDERED.

JOUR 4240 INTERNATIONAL MEDIA

801 (14868) CRE 3.0 INET Bland D

WEB-BASED INSTRUCTION.

THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

JOUR 4250 RACE, GENDER & MEDIA

002 (7958) CRE 3.0 T 03:30 pm-06:20 pm WH 222 Everbach T

MUST HAVE 45 HOURS OF COLLEGE COURSEWORK TO ENROLL.

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE Dropped.

JOUR 4270 STRATEGIC SOCIAL MEDIA
IT IS RECOMMENDED THAT STUDENTS WHO ENROLL IN THIS CLASS HAVE A LAPTOP OR OTHER MOBILE DEVICE.

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

JOUR 4321  OPINION WRITING

JOUR 4323  ADV BDCST / WB NEWS WRIT

JOUR 4343  VIS NEWS STORYTELLING

JOUR 4350  SPORTS JOURNALISM

JOUR 4410  REPORT PUB AFFA

JOUR 4440  PR CASE STUDIES

JOUR 4460  PR COMMUNICATION
JOUR MAJOR STATUS; JOUR 3420; CONSENT OF SCHOOL STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED. FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

JOUR MAJOR STATUS; JOUR 3420; CONSENT OF SCHOOL STUDENTS SHOULD CONTACT THE SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED. FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED. AD MAJOR STATUS PLUS JOUR 3050/4050; PR MAJOR STATUS PLUS JOUR 3420; MINOR STATUS PLUS JOUR 2010 OR 2420 OR 2000; CAPSTONE CLASS; MAJORS SHOULD HAVE COMPLETED 9 HOURS IN AD OR PR CLASSES; CLASS SHOULD BE TAKEN FINAL SEMESTER.

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

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STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.

MAJOR STATUS AND JOUR 3321 OR 3323 AND 6 HOURS OF UPPER LEVEL NEWS COURSES; CAPSTONE COURSE; SHOULD BE TAKEN FINAL SEMESTER.

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

JOUR MAJOR OR MINOR STATUS PLUS JOUR 3700.

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST DAY OF CLASS, THE STUDENT MAY BE DROPPED.

JOUR MAJOR OR MINOR STATUS PLUS JOUR 3700.

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST DAY OF CLASS, THE STUDENT MAY BE DROPPED.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.

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JOUR 4805  AD PR PRACTICUM
718 (7977) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4810  NEWS / SPORTS PRACTICUM
711 (8010) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
712 (7995) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4815  SWOOP AGENCY PRACTICUM
718 (14703) CRE V MW 08:00 am-09:50 am PHYS 116
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
THIS CLASS MEETS IN SYMR 234.

JOUR 4900  SPECIAL PROBLEMS
702 (14565) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
712 (13580) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
717 (14322) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
718 (14566) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
719 (14296) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4910  SPECIAL PROBLEMS
718 (14567) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
722 (14568) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4999  NEWS CAPSTONE
001 (14866) CRE 3.0 T 11:00 am-01:50 pm SYMR 220
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
002 (15847) CRE 3.0 R 11:00 am-01:50 pm SYMR 223
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 5010  REPORTING PRACTICE
001 (7952) CRE 3.0 R 06:30 pm-09:20 pm SYMR 224

JOUR 5040  MEDIA STUDIES/THEORIES
601 (16862) CRE 3.0
INET Mueller J
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

801 (14873) CRE 3.0
INET Mueller J
WEB-BASED INSTRUCTION.
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JOUR 5050  READING MASS COMM
601 (16863) CRE 3.0 INET Bland D
WEB-BASED INSTRUCTION.
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801 (14704) CRE 3.0 INET Bland D
WEB-BASED INSTRUCTION.
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901 (14545) CRE 3.0 INET Bland D
WEB-BASED INSTRUCTION.
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 5100 PRBLMS PUBLIC REL
001 (7956) CRE 3.0 T 03:30 pm-06:20 pm GAB 114 Keller K
601 (15326) CRE 3.0 T 03:30 pm-06:20 pm GAB 114 Keller K

JOUR 5210 RACE, GENDER & MEDIA
001 (7960) CRE 3.0 T 03:30 pm-06:20 pm WH 222 Everbach T
601 (15327) CRE 3.0 T 03:30 pm-06:20 pm WH 222 Everbach T

JOUR 5250 QUANTITATIVE RES
001 (17591) CRE 3.0 T 06:30 pm-09:20 pm GAB 111H
601 (17590) CRE 3.0 T 06:30 pm-09:20 pm GAB 111H

JOUR 5260 QUALITATIVE RES
001 (16142) CRE 3.0 M 06:30 pm-09:20 pm GAB 111H Everbach T
601 (17445) CRE 3.0 M 06:30 pm-09:20 pm GAB 111H Everbach T

JOUR 5310 MEDIA ETHICS
001 (15783) CRE 3.0 W 06:30 pm-09:20 pm GAB 438 Fuse K

JOUR 5330 STRATEGIC SOCIAL MEDIA
601 (15324) CRE 3.0
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

802 (14874) CRE 3.0 INET Nisbett G
WEB-BASED INSTRUCTION.
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JOUR 5350 SEMINAR IN JOURNALISM
001 (8008) CRE 3.0 R 02:00 pm-04:50 pm LANG 316 Foote Jr C
Course Topic: BUSINESS JOURNALISM

003 (18302) CRE 3.0 MW 09:00 am-10:20 am SYMR 220 Fellows J
Course Topic: INTRODUCTION TO PODCASTING
THIS CLASS WILL INTRODUCE YOU TO THE FUNDAMENTALS OF PRODUCING A PODCAST. YOU WILL USE JOURNALISM SKILLS TO DEVELOP, WRITE, SCRIPT AND PRODUCE A PODCAST THAT WILL AIR ON NTDAILYRADIO.COM YOU WILL ALSO LEARN AUDIO RECORDING AND EDITING TECHNIQUES AS WELL DIFFERENT TYPES OF PODCASTING FORMATS.
ADVANCED WRITING AND REPORTING FOR BROADCAST AND WEB ADVANCED NEWS WRITING, REPORTING AND STORY TELLING FOR TELEVISION AND WEB. INCLUDES INFORMATION GATHERING, WRITING, INTERVIEWING, WORKING A NEWS BEAT, DEVELOPING SOURCES AND IDEAS, EDITING COPY USING BROADCAST STYLE AND FORMATS, PLUS THE THEORY AND PRACTICE OF BROADCAST NEWS REPORTING. HANDS ON EXPERIENCE WRITING, REPORTING, AND PRODUCING NEWS REPORTS AND NEWSCASTS FOR DENTON COMMUNITY TELEVISION AND WEBCASTS. STUDENTS MUST HAVE BASIC KNOWLEDGE AND UNDERSTANDING OF BROADCAST STYLE AND FORMATS. PREREQUISITE(S): JOUR 3323; CONSENT OF SCHOOL. MEETS WITH JOUR 4323.001. COREQUISITE: JOUR 5350.043.

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

FOCUSES ON SHOOTING AND EDITING VIDEO FOR TELEVISION NEWS. EXTENSIVE HANDS-ON EXPERIENCE WITH CAMERA AND EDITING EQUIPMENT AND THE THEORY AND PRACTICE OF VISUAL STORYTELLING TECHNIQUES. STUDENTS PRODUCE MULTIPLE PACKAGES, CONTENT FOR STUDENT MEDIA, NEWSCASTS FOR DENTON COMMUNITY TELEVISION AND WEBCASTS. STUDENTS SHOULD HAVE BASIC KNOWLEDGE OF TELEVISION FIELD CAMERAS AND AUDIO AND VIDEO EDITING SOFTWARE. PREREQUISITE(S): JOUR 3323; CONSENT OF SCHOOL. MEETS WITH 4343.001. COREQUISITE: JOUR 5350.023

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

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<td>JOUR 5950</td>
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**Eight Week Session One**

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RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

JOUR 5341  TECHNIQUES-DC ANALYST
801  (15206)  CRE 3.0  AOP  Bell V
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Eight Week Session Two

JOUR 5261  QUAL RES DGTL COMM
802  (16406)  CRE 3.0  INET  Hamilton S
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

JOUR 5331  SOCIAL MEDIA ANALYTICS
802  (17778)  CRE 3.0  INET  Bell V
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.