## JOUR/Journalism

### JOUR 1210  MASS COMM & SOCIETY

<table>
<thead>
<tr>
<th>Section</th>
<th>Lecture</th>
<th>Instructor</th>
<th>Time</th>
<th>Location</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>001 (17453)</td>
<td>CRE 3.0 MWF</td>
<td>Blankenship S</td>
<td>09:59 am-10:50 am</td>
<td>LYCM</td>
<td></td>
</tr>
</tbody>
</table>

**JOUR 2000  PRINCIPLES OF AD & PR**

<table>
<thead>
<tr>
<th>Section</th>
<th>Lecture</th>
<th>Instructor</th>
<th>Time</th>
<th>Location</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>001 (8378)</td>
<td>CRE 3.0 TR</td>
<td>Broyles S</td>
<td>12:30 pm-01:50 pm</td>
<td>GAB 104</td>
<td></td>
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<tr>
<td>002 (8379)</td>
<td>CRE 3.0 TR</td>
<td>Broyles S</td>
<td>12:30 pm-01:50 pm</td>
<td>GAB 105</td>
<td></td>
</tr>
</tbody>
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**Notes:**
- 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

<table>
<thead>
<tr>
<th>Section</th>
<th>Lecture</th>
<th>Instructor</th>
<th>Time</th>
<th>Location</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>001 (16533)</td>
<td>CRE 3.0</td>
<td>Blankenship S</td>
<td>Tuesday</td>
<td>INET</td>
<td>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.</td>
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### JOUR 2300  PRINCIPLES OF NEWS

<table>
<thead>
<tr>
<th>Section</th>
<th>Lecture</th>
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<th>Time</th>
<th>Location</th>
<th>Notes</th>
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<tbody>
<tr>
<td>001 (8374)</td>
<td>CRE 3.0 MW</td>
<td>Paul N</td>
<td>12:30 pm-01:50 pm</td>
<td>BLB 180</td>
<td></td>
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<tr>
<td>501 (16819)</td>
<td>CRE 3.0 TR</td>
<td>McPhate D</td>
<td>02:00 pm-03:20 pm</td>
<td>FRSC 133</td>
<td></td>
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**Notes:**
- 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

<table>
<thead>
<tr>
<th>Section</th>
<th>Lecture</th>
<th>Instructor</th>
<th>Time</th>
<th>Location</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>001 (8317)</td>
<td>CRE 3.0 MW</td>
<td>Paul N</td>
<td>09:00 am-10:20 am</td>
<td>SYMR 224</td>
<td></td>
</tr>
<tr>
<td>002 (8318)</td>
<td>CRE 3.0 MW</td>
<td>McPhate D</td>
<td>11:00 am-12:20 pm</td>
<td>SYMR 224</td>
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<tr>
<td>003 (8319)</td>
<td>CRE 3.0 MW</td>
<td>McPhate D</td>
<td>12:59 pm-02:20 pm</td>
<td>SYMR 224</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- 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 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 2310.307
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

CO-REQUISITE: JOUR 2310.006
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

CO-REQUISITE JOUR 2310.010
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

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 3020 ADV ACCOUNT PLANNING

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
JOUR MAJOR STATUS AND JOUR 1210, JOUR 2000 OR 2010, JOUR 2310, GSP TEST AND MATH 1680 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 JOUR 1210, JOUR 2000 OR 2010, JOUR 2310, GSP TEST AND MATH 1680 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 3040 AD MEDIA STRATEGY

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
JOUR MAJOR STATUS AND JOUR 1210, JOUR 2000 OR 2010, JOUR 2310, GSP TEST AND MATH 1680 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 JOUR 1210, JOUR 2000 OR 2010, JOUR 2310, GSP TEST AND MATH 1680 2012 CATALOG AND BEFORE MUST ALSO HAVE JOUR 3210/2200.
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 3050  ADVERTISING CREATIVE

001  (8382)  CRE 3.0  TR  09:30 am-10:50 am  SYMR 203  Broyles S
CO-REQUISITE 3055.001. STUDENTS TAKING THIS CLASS SECTION MUST ALSO ENROLL IN JOUR 3055.001. NO EXCEPTIONS.

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.

002  (8383)  CRE 3.0  TR  11:00 am-12:20 pm  SYMR 203  Ford W
CO-REQUISITE 3055.002 STUDENT TAKING THIS CLASS SECTION MUST ALSO ENROLL IN JOUR 3055.002. NO EXCEPTIONS.

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 3055  VISUAL STRATEGY

001  (8380)  CRE 3.0  MW  12:59 pm-02:20 pm  SYMR 203  Ford W
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

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.

002  (8381)  CRE 3.0  MW  09:59 am-11:20 am  SYMR 203  Ford W
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

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.
JOUR 3070  AD AGENCY MANAGEMENT

001 (14216)  CRE 3.0  M  06:30 pm-09:20 pm  WH  216  Campbell C
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
FIRST DAY ATTENDANCE TO 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 (16815)  CRE 3.0  11:00 am-01:50 pm  INET  Champlin 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 3210  APPL DESIGN AD & PR

802 (16071)  CRE 3.0  INET  James 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 (16808)  CRE 3.0  INET  James 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.

804 (16072)  CRE 3.0  INET  James 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.

806 (16809)  CRE 3.0  INET  Rivenbark 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.

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 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.

JOUR 3321,304 IS A LAB COMPONENT OF HOUR 3321.004 AND THE TWO CLASSES SHOULD BE TAKEN CONCURRENTLY.

THIS COURSE MEETS AT THE FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX  75034.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Instructor</th>
<th>Credits</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 3323</td>
<td>BDCST / WEB NEWS WRITING</td>
<td>Fellows J</td>
<td>3.0</td>
<td>M</td>
<td>12:00 pm-02:50 pm</td>
<td>GAB 101</td>
<td>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, JOUR 2310, 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 is mandatory. If a student misses the first class day, the student may be dropped.</td>
</tr>
<tr>
<td>JOUR 3340</td>
<td>DIGITAL MEDIA FOR JOUR</td>
<td>Foote Jr C</td>
<td>3.0</td>
<td>M</td>
<td>03:30 pm-06:20 pm</td>
<td>ENV 110</td>
<td>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, JOUR 2310, 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 is mandatory. If a student misses the first class day, the student may be dropped.</td>
</tr>
<tr>
<td>JOUR 3410</td>
<td>PR FOR NON-PROFITS</td>
<td>Fuse K</td>
<td>3.0</td>
<td>M</td>
<td>03:30 pm-06:20 pm</td>
<td>ENV 110</td>
<td>Students should contact school if enrollment is blocked for this course and pre-reqs have been completed. 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.</td>
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</tbody>
</table>
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM CLASSES IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

FRSC 123R Skinner-Luker KCRE 3.0 06:00 pm-08:50 pm 501 (15065)
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

JOUR 3420 PR WRITING
001 (8366) CRE 3.0 TR 02:00 pm-03:20 pm SYMR 222 Keller K
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 3700 PHOTO JOURNALISM
001 (8327) CRE 3.0 T 06:30 pm-09:20 pm SYMR 223 Bennett T
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
001 (16064) CRE 3.0 W 06:30 pm-09:20 pm GAB 114 Dale J

JOUR 4070 AD CAMPAIGNS
001 (8343) CRE 3.0 TR 02:00 pm-03:20 pm SYMR 203 Campbell C
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
001 (15049) CRE 3.0 MW 09:00 am-10:20 am GAB 114 Poynter R
Course Topic: CRISIS COMMUNICATION
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 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.
Course Topic: BUSINESS JOURNALISM

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

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.

Course Topic: WEB DESIGN FOR JOURNALISM

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

DESCRIPTION: 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 TO 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. PRE-REQUISITES: JOUR 3210 OR 3300.

Course Topic: MEDIA ENTREP. & INNOVATION

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 IDEA 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 DIN THE END, PITCH YOUR BUSINESS IDEA. PRE-REQUISITES: JOUR MAJOR.

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.

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.
MEDIA PERFORMANCE IN NEWS & PR

STUDENTS WILL BE INTRODUCED TO THE METHODS OF PROFESSIONAL MEDIA PERFORMANCE FOR LIVE ON CAMERA WORK DELIVERING NEWS, CONDUCTING A PUBLIC RELATIONS EVENT OR AN ADVERTISING PITCH. THE FOCUS WILL ALSO INCLUDE MEDIA PERFORMANCE TECHNIQUES FOR LIVE PRESENTATIONS SUITABLE FOR PUBLIC RELATIONS EVENTS OR ADVERTISING CLIENT PITCHES.

This course meets at the Frisco Campus
2811 Internet Blvd., Frisco TX 75034.

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

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 3300 & Jour 3321

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.

ARTS & CULTURE JOUR

CLASS TITLE: FOOD JOURNALISM

Study of the development of modern food writing in major media and on electronic platforms. Appreciation of literary, investigative and critical food writing. Practice of writing about food across all platforms and formats, including reporting, criticism, feature writing and explanatory journalism.

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.

INTERNATIONAL MEDIA

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.

RACE, GENDER & MEDIA

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.
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.

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.

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

PRE-REQS: 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.

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STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
MAJOR STATUS PLUS JOUR 3020 OR 3321; MINOR STATUS PLUS JOUR 2010 OR 2420 OR 2000.

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

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.

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

RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

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RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.
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<td>NEWS / SPORTS PRACTICUM</td>
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<td>JOUR 4999</td>
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<td>McPhate D</td>
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<td>MEDIA ETHICS</td>
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Course Topic: BUSINESS JOURNALISM
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.

Course Topic: BUSINESS JOURNALISM

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Course Topic: EXPAT CHAT

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 5910   ADVA PROB JOUR
704 (8363)  CRE V   Everbach T
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
710 (8371)  CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
711 (8410)  CRE V   Anderson C
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
715 (8387)  CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
718 (16555) CRE V   Ford W
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 5950   THESIS
703 (18483) CRE V   Champlin S
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
704 (8350)  CRE V   Everbach T
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
709 (8404)  CRE V   Mueller J
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
713 (14454) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
716 (8362)  CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Eight Week Session One

JOUR 5000   INTRO DGTL COMM ANALYT
801 (17839) 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.

JOUR 5251   RES FUND DGTL COMM I
801 (16669) 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 TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

Eight Week Session Two

JOUR 5261   RES FUND DGTL COMM II
801 (18150) 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.

JOUR 5330   STRATEGIC SOCIAL MEDIA
WEB-BASED INSTRUCTION. 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.