### Journalism

#### JOUR 1210  
**MASS COMM & SOCIETY**

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

**JOUR 2000  
PRINCIPLES OF AD & PR**

<table>
<thead>
<tr>
<th>Section</th>
<th>CRN</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>001</td>
<td>(8378)</td>
<td>TR</td>
<td>12:30 pm-01:50 pm</td>
<td>GAB 104</td>
<td>Broyles S</td>
</tr>
</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.

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<tbody>
<tr>
<td>002</td>
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<td>12:30 pm-01:50 pm</td>
<td>GAB 105</td>
<td>Broyles S</td>
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<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>501</td>
<td>(16819)</td>
<td>TR</td>
<td>02:00 pm-03:20 pm</td>
<td>FRSC 123</td>
<td>Knight S</td>
</tr>
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</table>

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

#### JOUR 2250  
**MEDIA LITERACY**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>001</td>
<td>(16533)</td>
<td></td>
<td></td>
<td>INET</td>
<td>Blankenship S</td>
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</table>

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 2300  
**PRINCIPLES OF NEWS**

<table>
<thead>
<tr>
<th>Section</th>
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<th>Time</th>
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<tbody>
<tr>
<td>001</td>
<td>(8374)</td>
<td>MW</td>
<td>12:30 pm-01:50 pm</td>
<td>BLB 180</td>
<td>Paul N</td>
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</thead>
<tbody>
<tr>
<td>501</td>
<td>(16818)</td>
<td>TR</td>
<td>02:00 pm-03:20 pm</td>
<td>FRSC 107</td>
<td>McPhate D</td>
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</tbody>
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THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

#### JOUR 2310  
**INTRO TO MEDIA WRITING**

<table>
<thead>
<tr>
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<th>Location</th>
<th>Instructor</th>
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</thead>
<tbody>
<tr>
<td>001</td>
<td>(8317)</td>
<td>MW</td>
<td>09:00 am-10:20 am</td>
<td>SYMR 224</td>
<td>Paul N</td>
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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: 2310.301
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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</thead>
<tbody>
<tr>
<td>002</td>
<td>(8318)</td>
<td>MW</td>
<td>11:00 am-12:20 pm</td>
<td>SYMR 224</td>
<td>McPhate D</td>
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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: 2310.302
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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<tbody>
<tr>
<td>003</td>
<td>(8319)</td>
<td>MW</td>
<td>12:59 pm-02:20 pm</td>
<td>SYMR 224</td>
<td>McPhate D</td>
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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: 2310.303
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.

007 (8402) CRE 3.0 TR 02:00 pm-03:20 pm SYMR 223 Nevins A
010 (15439) CRE 3.0 R 03:30 pm-06:20 pm SYMR 224 Nevins A
301 (8321) LAB 0.0 F 11:00 am-12:50 pm SYMR 222 Paul N
CO-REQUISITE: 2310.001
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

302 (8324) LAB 0.0 F 12:59 pm-02:50 pm SYMR 222 McPhate D
CO-REQUISITE: 2310.002
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

303 (8322) LAB 0.0 F 03:00 pm-04:50 pm SYMR 222 McPhate D
CO-REQUISITE: 2310.003
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

307 (8403) LAB 0.0 F 03:00 pm-04:50 pm SYMR 224 Nevins A
CO-REQUISITE JOUR 2310.006
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

310 (15440) LAB 0.0 F 11:00 am-12:50 pm SYMR 224 Nevins A
CO-REQUISITE JOUR 2310.010
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

501 (16817) CRE 3.0 TR 12:30 pm-01:50 pm FRSC 111
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX  75034.
804 (16816) CRE 3.0 INET Parks 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.

808 (16070) CRE 3.0 INET Parks 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 3020      ADV ACCOUNT PLANNING
001 (8333) CRE 3.0 TR 09:30 am-10:50 am GAB 114 Champlin S
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.

002 (8335) CRE 3.0 TR 11:00 am-12:20 pm GAB 114 Campbell C
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
001 (15013) CRE 3.0 TR 06:30 pm-07:50 pm GAB 114 Unger V
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    ADVERTISINGCREATIVE

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.

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.

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.

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.

003 (16411) CRE 3.0 W 06:59 pm-09:50 pm SYMR 203 Metoff F
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.

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.
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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.

JOUR 3070 AD AGENCY MANAGEMENT

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

WEB-BASED INSTRUCTION.
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JOUR 3210 APPL DESIGN AD & PR

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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.

JOUR 3310 FEATURE WRITING

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.

JOUR 3321 NEWS REPORT / WRIT / EDIT

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

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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.

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

JOUR 3420  PR WRITING

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
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JOUR 3700  PHOTO JOURNALISM

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.
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JOUR 4055  BROADCAST ADVERTS

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 4070  AD CAMPAIGNS

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 4210  TOPICS IN JOUR

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 CRISSES 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 MISSEES 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 MISSEES 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 ENTREPRE. & 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 AND BUILD 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 MISSEES 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.
TOPIC: SPORTS VIDEO JOURNALISM

DESCRIPTION: CLASS COVERS LOCAL DENTON HIGH SCHOOL SPORTS (FOOTBALL AND VOLLEYBALL). STUDENTS WILL BE GROUPED INTO TEAMS, AND ASSIGNED A BEAT (LOCAL HIGH SCHOOL) THAT THEY WILL COVER FOR THE SEMESTER. THE GROUPS WILL WORK TOGETHER TO FORM PROFESSIONAL RELATIONSHIPS WITH THE COACHING STAFF, PLAYERS, AND THE LOCAL COMMUNITY IN ORDER TO TELL MORE THAN JUST THE HIGHLIGHTS, BUT DIVE DEEPER INTO PREPARATIONS, INJURY REPORTS, AND INTERESTING FEATURES THAT WOULD NORMALLY BE OVERLOOKED. EACH GROUP WILL DISCOVER EACH INDIVIDUAL'S STRENGTHS TO PRODUCE THE BEST CONTENT, BUT EVERYONE IS EXPECTED TO RUN CAMERA ON MORE THAN ON OCCASION THAT WILL CONSIST OF EVENING EVENTS SUCH AS EVENING FOOTBALL/VOLLEYBALL GAMES OR PRACTICE. CREATIVITY WILL BE STRONGLY ENCOURAGED, BUT PROPER JOURNALISM STANDARDS WILL ALWAYS BE IMPLEMENTED. BY APPLICATION ONLY.

PREREQUISITES: JOUR 3321 OR 3323, AND JOUR 3300.

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

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.

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

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.

JOUR 4230 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 AESTHESTICS 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 (16046) CRE 3.0 INET Blankenship 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 4250 RACE, GENDER & MEDIA
002 (8339) CRE 3.0 TR 06:30 pm-07:50 pm CURY 204 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
001 (8373) CRE 3.0 M 03:30 pm-06:20 pm WH 116 Knight S
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.
501 (15066) CRE 3.0 T 06:00 pm-08:50 pm FRSC 123 Knight S
THIS COURSE MEETS AT THE FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX 75034.
801 (15969) CRE 3.0 INET Knight 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 4321 OPINION WRITING
001 (16045) CRE 3.0 W 03:30 pm-06:20 pm GAB 111H Loftis R

JOUR 4323 ADV BDCST / WB NEWS WRIT
001 (8328) CRE 3.0 T 12:00 pm-03:59 pm GAB 101 Mcelroy B
JOUR MAJOR STATUS AND JOUR 3323 AND JOUR 3300/2330.
CO-REQUISITE - JOUR 4343.001
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.
Also meets: T 08:00 am-10:50 am GAB 101 8/27/18-12/14/18
002 (14245) CRE 3.0 R 12:00 pm-03:59 pm GAB 101 Mcelroy B
Also meets: R 08:00 am-10:50 am GAB 101 8/27/18-12/14/18

JOUR 4343 VIS NEWS STORYTELLING
001 (8397) CRE 3.0 M 03:00 pm-05:50 pm GAB 101 Brown C
MAJOR STATUS PLUS JOUR 3323 AND JOUR 2330/3300; CO-REQUISITE JOUR 4323
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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<tr>
<th>COURSE CODE</th>
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<tr>
<td>JOUR 4350</td>
<td>SPORTS JOURNALISM</td>
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<tr>
<td>JOUR 4410</td>
<td>REPORT PUB AFFA</td>
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<td>JOUR 4440</td>
<td>PR CASE STUDIES</td>
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<td>JOUR 4460</td>
<td>PR COMMUNICATION</td>
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<td>JOUR 4470</td>
<td>ETHICS IN AD &amp; PR</td>
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<td>JOUR 4620</td>
<td>MASS COMM LAW &amp; ETHICS</td>
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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 4720 MULTIMEDIA STORYTELL

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

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 4800 PROFESSIONAL INTERNSHIP

701 (8405) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

702 (8331) CRE V
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

704 (8355) CRE V
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

705 (8409) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

706 (15438) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

707 (8351) CRE V
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

710 (8334) CRE V
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

711 (8356) CRE V
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

712 (8406) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

721 (14659) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4805 AD PR PRACTICUM

718 (8365) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4810 NEWS / SPORTS PRACTICUM

711 (8384) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

712 (8385) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4815 SWOOP AGENCY PRACTICUM

718 (15769) CRE V MW 08:00 am-09:50 am AUDB 212
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
THIS CLASS MEETS IN SYMR 234.

JOUR 4900 SPECIAL PROBLEMS

702 (15522) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

712 (14366) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
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<th>Course Code</th>
<th>Title</th>
<th>Instructor</th>
<th>Credits</th>
<th>Time</th>
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<th>Notes</th>
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<tr>
<td>JOUR 4910</td>
<td>SPECIAL PROBLEMS</td>
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<tr>
<td>JOUR 4999</td>
<td>NEWS CAPSTONE</td>
<td>Ford W</td>
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<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
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<tr>
<td>JOUR 5010</td>
<td>REPORTING PRACTICE</td>
<td>McPhate D</td>
<td>3.0</td>
<td>06:30 pm-09:20 pm</td>
<td>SYMR 224</td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
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<tr>
<td>JOUR 5040</td>
<td>MEDIA STUDIES/THEORIES</td>
<td>Mueller J</td>
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<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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<td>JOUR 5050</td>
<td>READING MASS COMM</td>
<td>Busby R</td>
<td>3.0</td>
<td>06:30 pm-09:20 pm</td>
<td>SYMR 224</td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
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<td>JOUR 5100</td>
<td>PRBLMS PUBLIC REL</td>
<td>Fuse K</td>
<td>3.0</td>
<td>03:30 pm-06:20 pm</td>
<td>GAB 114</td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
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<td>JOUR 5210</td>
<td>RACE, GENDER &amp; MEDIA</td>
<td>Everbach T</td>
<td>3.0</td>
<td>03:30 pm-07:50 pm</td>
<td>CURY 204</td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
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<td>JOUR 5260</td>
<td>QUALITATIVE RES</td>
<td>Everbach T</td>
<td>3.0</td>
<td>03:30 pm-06:20 pm</td>
<td>SYMR 203</td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
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<td>JOUR 5310</td>
<td>MEDIA ETHICS</td>
<td>Fuse K</td>
<td>3.0</td>
<td>06:30 pm-09:20 pm</td>
<td>LANG 311</td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
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<tr>
<td>JOUR 5330</td>
<td>STRATEGIC SOCIAL MEDIA</td>
<td>Fuse K</td>
<td>3.0</td>
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<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 5350**  **SEMINAR IN JOUR**

003 (8399) CRE 3.0 R 02:00 pm-04:50 pm GAB 114 Foote Jr C
Course Topic:  BUSINESS JOURNALISM

023 (8396) CRE 3.0 T 12:00 pm-03:59 pm GAB 101 Mcelroy B
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.
Also meets:  T 08:00 am-10:50 am GAB 101 8/27/18-12/14/18

043 (8395) CRE 3.0 M 03:00 pm-05:50 pm GAB 101 Brown C
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.

603 (16824) CRE 3.0 R 02:00 pm-04:50 pm GAB 114 Foote Jr C
Course Topic:  BUSINESS JOURNALISM

623 (16821) CRE 3.0 T 12:00 pm-03:59 pm GAB 101 Mcelroy B
Also meets:  T 08:00 am-10:50 am GAB 101 8/27/18-12/14/18

643 (16822) CRE 3.0 M 03:00 pm-05:50 pm GAB 101 Brown C

**JOUR 5700**  **ADV FEATURE WRIT**

001 (8347) CRE 3.0 MW 12:59 pm-02:20 pm GAB 111H Donald M

**JOUR 5800**  **PROF INTERNSHIP**

708 (8400) CRE 3.0 Bland D
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

716 (18337) CRE 3.0 Fuse K
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**JOUR 5900**  **ADVAN PROB JOUR**

702 (8407) CRE V Broyles S
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

703 (16827) CRE V Champlin S
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

704 (8352) CRE V Everbach T
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

705 (8408) CRE V Foote Jr C
Course Topic:  EXPAT CHAT
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

709 (8388) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

710 (8369) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
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<td>JOUR 5910</td>
<td>ADVA PROB JOUR</td>
<td>Everbach T</td>
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<td>JOUR 5950</td>
<td>THESIS</td>
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**Eight Week Session One**

**JOUR 5000**  INTRO DGTL COMM ANALYT

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<th>Section</th>
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<tr>
<td>801 (17839)</td>
<td>Bell V</td>
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**JOUR 5251**  RES FUND DGTL COMM I

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<td>801 (16669)</td>
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**Eight Week Session Two**

**JOUR 5261**  RES FUND DGTL COMM II

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<th>Section</th>
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<tr>
<td>801 (18150)</td>
<td>Bell V</td>
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**JOUR 5330**  STRATEGIC SOCIAL 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.