# Journalism

## JOUR 1210  MASS COMM & SOCIETY

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Credits</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 1210</td>
<td>3.0</td>
<td>MWF</td>
<td>09:59 am-10:50 am</td>
<td>LYCM</td>
<td>Blankenship S</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 2000  PRINCIPLES OF AD & PR

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 2000</td>
<td>3.0</td>
<td>TR</td>
<td>12:30 pm-01:50 pm</td>
<td>GAB 104</td>
<td>Broyles S</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 2250  MEDIA LITERACY

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 2250</td>
<td>3.0</td>
<td>INET</td>
<td>Blankenship S</td>
</tr>
</tbody>
</table>

### Notes:
- 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

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<thead>
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<th>Course Code</th>
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<th>Time</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 2300</td>
<td>3.0</td>
<td>MW</td>
<td>12:30 pm-01:50 pm</td>
<td>BLB 180</td>
<td>Paul N</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 2310  INTRO TO MEDIA WRITING

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<thead>
<tr>
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<th>Location</th>
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</tr>
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<tbody>
<tr>
<td>JOUR 2310</td>
<td>3.0</td>
<td>MW</td>
<td>09:00 am-10:20 am</td>
<td>SYMR 224</td>
<td>Paul N</td>
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### Notes:
- 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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<tr>
<td>JOUR 2310</td>
<td>3.0</td>
<td>TR</td>
<td>02:00 pm-03:20 pm</td>
<td>FRSC 107</td>
<td>McPhate D</td>
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</table>

### Notes:
- THIS COURSE MEETS AT THE FRISCO CAMPUS
- 2811 INTERNET BLVD., FRISCO TX 75034.

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<th>Location</th>
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<tbody>
<tr>
<td>JOUR 2310</td>
<td>3.0</td>
<td>MW</td>
<td>11:00 am-12:20 pm</td>
<td>SYMR 224</td>
<td>McPhate D</td>
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- 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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<td>SYMR 224</td>
<td>McPhate D</td>
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- 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.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
CO-REQUISITE: JOUR 2310.001
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
CO-REQUISITE: JOUR 2310.002
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
CO-REQUISITE: JOUR 2310.003
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
CO-REQUISITE JOUR 2310.006
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
CO-REQUISITE JOUR 2310.010
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.

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.

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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.

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.

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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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  
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 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  WEB-BASED  Champlin S  
WEB-BASED INSTRUCTION.
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JOUR 3210  APPL DESIGN AD & PR
001 (8375)  CRE 3.0  M  11:00 am-01:50 pm  SYMR 222  Rivenbark Jr. C  
JOUR MAJOR STATUS AND (2013 CATALOG) JOUR 1210, JOUR 2000, JOUR 2310, PASS GSP TEST AND MATH 1680 OR (2012 CATALOG AND BEFORE) JOUR 1210 AND PASS GSP TEST  
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.

802 (16071)  CRE 3.0  WEB-BASED  James J  
WEB-BASED INSTRUCTION.
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803 (16808)  CRE 3.0  WEB-BASED  James J  
WEB-BASED INSTRUCTION.
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804 (16072)  CRE 3.0  WEB-BASED  James J  
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806 (16809)  CRE 3.0  WEB-BASED  Rivenbark Jr. C  
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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

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MAJOR OR MINOR STATUS AND JOUR 3321 OR 3323

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JOUR MAJOR OR MINOR STATUS PLUS JOUR 3321.304 IS A LAB COMPONENT OF HOUR 3321.004 AND THE TWO CLASSES SHOULD BE TAKEN CONCURRENTLY.
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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

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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 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 AN 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 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.
Course Topic: 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.

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.

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.

THE ETHICAL AND LEGAL ASPECTS OF MUSIC CRITICISM AND MUSIC CRITICISM'S ROLE IN SOCIETY WILL BE CONSIDERED.

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.

002  (8344)  CRE 3.0  W  03:00 pm-05:50 pm  GAB 101  Brown C

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

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.

### JOUR 4350  
**SPORTS JOURNALISM**

501  (15915)  CRE 3.0  T  06:30 pm-09:20 pm  FRSC 128  Carter S

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

### JOUR 4410  
**REPORT PUB AFFA**

001  (8329)  CRE 3.0  R  06:30 pm-09:20 pm  SYMR 203  Loftis R

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

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.

002  (8367)  CRE 3.0  M  06:30 pm-09:20 pm  SYMR 203  Nevins A

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

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.

004  (15050)  CRE 3.0  W  03:30 pm-06:20 pm  GAB 114  Everbach T
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.

JOUR 4460  PR COMMUNICATION

001 (8377) CRE 3.0 T 09:30 am-12:20 pm GAB 111H Poynter R
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.

002 (13998) CRE 3.0 T 02:00 pm-04:50 pm GAB 111H Poynter R
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.

003 (18048) CRE 3.0 R 11:00 am-01:50 pm GAB 111H Poynter R
JOUR MAJOR STATUS; JOUR 3420; CONSENT OF SCHOOL.
STUDENTS SHOULD CONTACT THE SCHOOL IF 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 4470  ETHICS IN AD & PR

001 (8337) CRE 3.0 W 03:30 pm-06:20 pm GATE 132 Keller K
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.

JOUR 4620  MASS COMM LAW & ETHICS

001 (8330) CRE 3.0 MW 03:00 pm-04:20 pm CURY 203 Donald M
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

001 (8393) CRE 3.0 R 06:30 pm-09:20 pm SYMR 223 Anderson C
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.
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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4805  AD PR PRACTICUM

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4810  NEWS / SPORTS PRACTICUM

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4815  SWOOP AGENCY PRACTICUM

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4900  SPECIAL PROBLEMS

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4910  SPECIAL PROBLEMS

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4999  NEWS CAPSTONE

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 5010  REPORTING PRACTICE

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 5040  MEDIA STUDIES/THEORIES

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 5050  READING MASS COMM

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## JOUR 5210  RACE, GENDER & MEDIA

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## JOUR 5330  STRATEGIC SOCIAL MEDIA

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Course Topic: BUSINESS JOURNALISM
### ADVANCED WRITING AND REPORTING FOR BROADCAST AND WEB

**Course:** ADVANCED WRITING AND REPORTING FOR BROADCAST AND WEB

**Description:** 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.

**Restrictions:** RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

### FOCUSES ON SHOOTING AND EDITING VIDEO FOR TELEVISION NEWS

**Course:** FOCUS ON SHOOTING AND EDITING VIDEO FOR TELEVISION NEWS

**Description:** 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 JOUR 4343.001. COREQUISITE: JOUR 5350.023

**Restrictions:** RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

### BUSINESS JOURNALISM

**Course Topic:** BUSINESS JOURNALISM

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Also meets: T 08:00 am-10:50 am GAB 101 8/27/18-12/14/18

### ADV FEATURE WRIT

**Course Topic:** ADV FEATURE WRIT

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<th>Instructor</th>
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<tbody>
<tr>
<td>603</td>
<td>R</td>
<td>02:00 pm-04:50 pm</td>
<td>GAB 114</td>
<td>Foote Jr C</td>
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### PROF INTERNSHIP

**Course Topic:** PROF INTERNSHIP

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<th>Location</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>708</td>
<td>CRE 3.0</td>
<td>12:00 pm-03:59 pm</td>
<td>GAB 101</td>
<td>Bland D</td>
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### ADV PROB JOUR

**Course Topic:** ADV PROB JOUR

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<tbody>
<tr>
<td>702</td>
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### EXPAT CHAT

**Course Topic:** EXPAT CHAT

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</tr>
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<tbody>
<tr>
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<td>12:00 pm-03:59 pm</td>
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<td>Anderson C</td>
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### RESTRICTED COURSES

- RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
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<th>Session Time</th>
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<td>ADVA PROB JOUR</td>
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<td>JOUR 5950</td>
<td>THESIS</td>
<td>Champlin S</td>
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<td>JOUR 5000</td>
<td>INTRO DGTL COMM ANALYT</td>
<td>Bell V</td>
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<tr>
<td>JOUR 5251</td>
<td>RES FUND DGTL COMM I</td>
<td>Bell V</td>
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<tr>
<td>JOUR 5261</td>
<td>RES FUND DGTL COMM II</td>
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<tr>
<td>JOUR 5330</td>
<td>STRATEGIC SOCIAL MEDIA</td>
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**Eight Week Session One**

**JOUR 5000** INTRO DGTL COMM ANALYT

- **Course Code:** JOUR 5000
- **Instructor:** Bell V
- **Session Time:** 801 (17839) CRE 3.0 INET Bell V
- **Description:**
  - 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

- **Course Code:** JOUR 5251
- **Instructor:** Bell V
- **Session Time:** 801 (16669) CRE 3.0 AOP Bell V
- **Description:**
  - 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

- **Course Code:** JOUR 5261
- **Instructor:** Bell V
- **Session Time:** 801 (18150) CRE 3.0 INET Bell V
- **Description:**
  - 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.