JOURNALISM

JOUR 1210  MASS COMM & SOCIETY
801 (16880)  CRE 3.0  INET  Mueller J
WEB-BASED INSTRUCTION.
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JOUR 2000  PRINCIPLES OF AD & PR
001 (3014)  CRE 3.0  TR  12:30 pm-01:50 pm  GAB 104  Broyles S
002 (3015)  CRE 3.0  TR  12:30 pm-01:50 pm  GAB 105  Nisbett G
501 (17106)  CRE 3.0  TR  02:00 pm-03:20 pm  FRSC 132  Knight S
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX  75034.

JOUR 2250  MEDIA LITERACY
801 (16883)  CRE 3.0  INET  Blankenship S
WEB-BASED INSTRUCTION.
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JOUR 2300  PRINCIPLES OF NEWS
001 (3010)  CRE 3.0  TR  09:30 am-10:50 am  CHEM 109  Blankenship S
501 (17104)  CRE 3.0  TR  02:00 pm-03:20 pm  FRSC 129  Cattanach J
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX  75034.

JOUR 2310  INTRO TO MEDIA WRITING
001 (2961)  CRE 3.0  MW  09:00 am-10:20 am  SYMR 224  Cattanach J
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
PRE-MAJOR STATUS OR MINOR STATUS; PASS GSP TEST; TWO TERMS/SEMESTERS OF FIRST YEAR ENGLISH
FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM IS MANDATORY. IF A STUDENT MISSES THE FIRST CLASS DAY, THE STUDENT MAY BE DROPPED.

002 (2962)  CRE 3.0  MW  11:00 am-12:20 pm  SYMR 224  Cattanach J
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
PRE-MAJOR STATUS OR MINOR STATUS; PASS GSP TEST; TWO TERMS/SEMESTERS OF FIRST YEAR ENGLISH
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003 (2963)  CRE 3.0  MW  12:59 pm-02:20 pm  SYMR 224  Reaves-King G
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 3210. JOUR MINOR STATUS AND JOUR 2000
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND
PRE-REQS HAVE BEEN COMPLETED
COREQUISTE: JOUR 3055.003

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AND PRE-REQS HAVE BEEN COMPLETED
COREQUISTE: JOUR 3055.002

JOUR 3055  VISUAL STRATEGY
001 (3016) CRE 3.0  MW 09:59 am-11:20 am SYMR 203 Ford W
JOUR MAJOR OR MINOR STATUS PLUS JOUR 2000 AND JOUR 3210.
CO-REQUISITE: JOUR 3050.001

002 (3017) CRE 3.0  W 03:30 pm-06:20 pm SYMR 203 Metoff F
JOUR MAJOR OR MINOR STATUS PLUS JOUR 2000 AND JOUR 3210.
CO-REQUISITE: JOUR 3050.003

003 (14484) CRE 3.0  MW 12:59 pm-02:20 pm SYMR 203 Ford W
CO-REQUISITE: JOUR 3050.002

JOUR 3070  AD AGENCY MANAGEMENT
001 (14206) CRE 3.0  M 03:30 pm-06:20 pm WH 216 Unger V

JOUR 3200  MASS COMM RESEARCH
801 (17300) CRE 3.0  INET Champlin S
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JOUR 3210  APPL DESIGN AD & PR
002 (3021) CRE 3.0  M 11:00 am-01:50 pm SYMR 222 Rivenbark Jr. C
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND
PRE-REQS HAVE BEEN COMPLETED.

JOUR MAJOR STATUS, MATH 1680 OR MATH 1681, GSP TEST PASS, JOUR 1210 AND JOUR 2310;
JOUR 2000 REQUIRED FOR 2013 CATALOG AND AFTER; JOUR 2000 OR JOUR 2010 AND JOUR 3210
REQUIRED FOR 2012 CATALOG AND BEFORE. JOUR MINOR STATUS PLUS JOUR 2000 OR JOUR
2010.

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

005 (3023) CRE 3.0  W 03:00 pm-05:50 pm SYMR 222 Rivenbark Jr. C
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND
PRE-REQS HAVE BEEN COMPLETED.

JOUR MAJOR STATUS, MATH 1680 OR MATH 1681, GSP TEST PASS, JOUR 1210 AND JOUR 2310;
JOUR 2000 REQUIRED FOR 2013 CATALOG AND AFTER; JOUR 2000 OR JOUR 2010 AND JOUR 3210
REQUIRED FOR 2012 CATALOG AND BEFORE. JOUR MINOR STATUS PLUS JOUR 2000 OR JOUR
2010.

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

801 (16274) CRE 3.0  INET James J
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JOUR 3300   INTRO TO VISCOMM
001 (2986)  CRE 3.0  M  09:00 am-11:50 am  SYMR 223  Lochhead B
ENROLLMENT REQUIREMENTS:
JOUR MAJOR STATUS, MATH 1680 OR MATH 1681, GSP TEST PASS, JOUR 1210 AND JOUR 2310; JOUR 2000 REQUIRED FOR 2013 CATALOG AND AFTER; JOUR 2000 OR JOUR 2010 AND JOUR 3210 REQUIRED FOR 2012 CATALOG AND BEFORE. JOUR MINOR STATUS PLUS GSP AND JOUR 2310.
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002 (2987)  CRE 3.0  M  09:00 am-11:50 am  GAB 101  Brown C
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
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003 (3028)  CRE 3.0  W  09:00 am-11:50 am  SYMR 223  Lochhead B

004 (3029)  CRE 3.0  W  09:00 am-11:50 am  GAB 101  Brown C

JOUR 3310   FEATURE WRITING
001 (14692) CRE 3.0  MW  11:00 am-12:20 pm  GAB 111H  Donald M

JOUR 3321   NEWS REPORT / WRIT / EDIT
001 (2997)  CRE 3.0  TR  09:30 am-10:50 am  SYMR 224  Nevins A
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN MET. 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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JOUR MAJOR STATUS, MATH 1680 OR MATH 1681, GSP TEST PASS, JOUR 1210 AND JOUR 2310; JOUR 2000 REQUIRED FOR 2013 CATALOG AND AFTER; JOUR 2000 OR JOUR 2010 AND JOUR 3210 REQUIRED FOR 2012 CATALOG AND BEFORE. JOUR MINOR STATUS PLUS GSP AND JOUR 2310.

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JOUR 3323 BDCST / WEB NEWS WRITING

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JOUR 3340 DIGITAL MEDIA FOR JOUR

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JOUR 3400 FUNDAMENTALS OF PR
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 IN THE END, PITCH YOUR BUSINESS IDEA. PRE-REQUISITES: JOURNALISM MAJOR.
Course Topic: CREATIVE MEDIA ILLUSTRATION
Creative Media Illustration. 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. Prerequisites for this course are JOUR 3210 or approval of course instructor.

Course Topic: CRISIS COMMUNICATION
Crisis Communication. 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 perspectives; nonprofit, corporate, natural disaster and media. Class assignments will examine recent crises for new, organizational, public, social media, legal, justice, media and ethics trends, complexities and practices. Prerequisites: Student has successfully completed at least 45 credit hours.

Course Topic: INTRO TO RADIO PROGRAMMING
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. COURSE PRE-REQS: JOUR MAJOR WITH CONCENTRATION IN BROADCAST & DIGITAL JOURNALISM WHO HAS SUCCESSFULLY TAKEN JOUR 3323 AND JOUR 3300. PRACTICAL STUDY OF RADIO PROGRAMMING WITH EMPHASIS PLACED ON PREPARING STUDENTS TO OPERATE ALL ASPECTS OF MAYBORN'S NTDAILYRADIO.COM. TOPICS INCLUDE RADIO NEWS WRITING, ON-AIR PERFORMANCE SKILLS, THE PROGRAMMING FORMULA, NEWS REPORTS, FIELD AND STUDIO INTERVIEWING SKILLS, STATION IMAGE.

Course Topic: MEDIA PERFORMANCE FOR NEWS & PR
THIS COURSE MEETS AT THE FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX 75034. MEDIA PERFORMANCE FOR NEWS & PR. YOU 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 WEBCASTS OR PODCASTS.

Sports Media Relations. Prerequisites: JOUR majors must have successfully completed JOUR 3321 News Reporting, Writing & Editing. THIS COURSE MEETS AT THE FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX 75034.

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

JOUR 4240 INTERNATIONAL MEDIA
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JOUR 4250 RACE, GENDER & MEDIA

JOUR 4270 STRATEGIC SOCIAL MEDIA
THIS COURSE MEETS AT THE FRISCO CAMPUS
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JOUR 4321  OPINION WRITING
001 (15699) CRE 3.0  MW 09:00 am-10:20 am  GAB 111H  Loftis R

JOUR 4323  ADV BDCST / WB NEWS WRIT
001 (2971) CRE 3.0  T 08:00 am-10:50 am  GAB 101  Mcelroy B
MAJOR STATUS PLUS JOUR 3323 AND JOUR 3300; CO-REQUISITE JOUR 4343.
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
TO BE TAKEN CONCURRENTLY WITH JOUR 4343.
Also meets: T 12:00 pm-03:59 pm GAB 101 1/16/18-5/11/18

002 (3033) CRE 3.0  R 08:00 am-10:50 am  GAB 101  Mcelroy B
MAJOR STATUS PLUS JOUR 3323 AND JOUR 3300; CO-REQUISITE JOUR 4343.
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
TO BE TAKEN CONCURRENTLY WITH JOUR 4343.
Also meets: R 12:00 pm-03:59 pm GAB 101 1/16/18-5/11/18

JOUR 4343  VIS NEWS STORYTELLING
001 (14415) CRE 3.0  M 03:00 pm-05:50 pm  GAB 101  Brown C
JOUR 4343.001 MUST BE TAKEN CONCURRENTLY WITH JOUR 4323.001

002 (3034) CRE 3.0  W 03:00 pm-05:50 pm  GAB 101  Brown C
JOUR 4343.002: MAJOR STATUS PLUS JOUR 3323 AND JOUR 3300; CO-REQUISITE JOUR 4323.
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
TO BE TAKEN CONCURRENTLY WITH JOUR 4323.
JOUR 4343.002 MUST BE TAKEN WITH JOUR4323.002.

JOUR 4410  REPORT PUB AFFA
001 (2972) CRE 3.0  W 03:30 pm-06:20 pm  GAB 111H  Loftis R
MAJOR OR MINOR STATUS PLUS JOUR 3321 OR JOUR 3323
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED

002 (3005) CRE 3.0  TR 12:30 pm-01:50 pm  SYMR 203  Donald M
MAJOR OR MINOR STATUS PLUS JOUR 3321 OR JOUR 3323. STUDENT SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN MET.

003 (14420) CRE 3.0  M 06:30 pm-09:20 pm  GAB 111H  Reaves-King G

JOUR 4460  PR COMMUNICATION
001 (3008) CRE 3.0  T 12:30 pm-03:20 pm  GAB 111H  Poynter R
MAJOR STATUS PLUS 3420. STUDENT SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN MET.

002 (2973) CRE 3.0  T 03:30 pm-06:20 pm  GAB 111H  Poynter R
MAJOR STATUS PLUS JOUR 3420
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED

JOUR 4470  ETHICS IN AD & PR
001 (2984) CRE 3.0  M 06:30 pm-09:20 pm  LIFE A106  Nisbett G
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 STRATEGIC COMMUNICATIONS CLASSES; CLASS SHOULD BE TAKEN FINAL SEMESTER.
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED
JOUR 4620  MASS COMM LAW & ETHICS
003 (2983)  CRE 3.0  MW 02:00 pm-03:20 pm  ART 223  Donald M
JOUR MAJOR STATUS PLUS JOUR 3321 OR JOUR 3323 AND 6 HOURS OF UPPER-LEVEL NEWS CLASSES; SHOULD BE TAKEN FINAL SEMESTER.
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.

JOUR 4730  ADVANCED VISUAL COMM
001 (14204)  CRE 3.0  R 03:30 pm-06:20 pm  SYMR 223  Anderson C

JOUR 4800  PROFESSIONAL INTERNSHIP
701 (3053)  CRE V  RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
702 (2974)  CRE V  Broyles S
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.
704 (2975)  CRE V  Everbach T
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.
705 (3006)  CRE V  Foote Jr C
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
706 (15198)  CRE V  Poynter R
RESTRICTED COURSE. NO ASSGN APPROVAL REQUIRED. CONTACT DEPARTMENT.
707 (2980)  CRE V  RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.
710 (2992)  CRE V  Mcelroy B
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
711 (2989)  CRE V  Anderson C
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.
712 (3035)  CRE V  Ghioto G
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
721 (14889)  CRE V  Nisbett G
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4810  NEWS / SPORTS PRACTICUM
710 (14207)  CRE V  Mcelroy B
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
711 (3050)  CRE V  NO ASSGN Anderson C
RESTRICTED COURSE APPROVAL REQUIRED. CONTACT DEPARTMENT.
712 (2996)  CRE V  Ghioto G
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
719 (14205)  CRE V  RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4815  SWOOP AGENCY PRACTICUM
718 (16268)  CRE V  MW 08:00 am-09:50 am  GAB 438  Ford W
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4820  HIST AMER MEDIA
001 (15364)  CRE 3.0  TR 02:00 pm-03:20 pm  LIFE A419  Loftis R

JOUR 4900  SPECIAL PROBLEMS
701 (14689)  CRE V  RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
702 (14906)  CRE V  Broyles S
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
703 (17735)  CRE V  Champlin S
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
704 (3051)  CRE V  NO ASSGN Everbach T
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
711 (3045)  CRE V  NO ASSGN Anderson C
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
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<td>JOUR 5040</td>
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JOUR 5280  MEDIA MANAGEMENT

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JOUR 5320  NEW MEDIA TECHNOLOGIES

LIMITED TO STUDENTS IN THE MSOJ GRADTRACK PROGRAM. 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

LIMITED TO STUDENTS IN THE MSOJ GRADTRACK PROGRAM. 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 5350  SEMINAR IN JOURN

LIMITED TO STUDENTS IN THE MSOJ GRADTRACK PROGRAM.

JOUR 5500  INTEGRATED COMM

THIS IS COURSE RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT. WEB-BASED INSTRUCTION. THIS CLASS IS 100% ONLINE FOR OUT-OF-STATE STUDENTS. RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
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**Eight Week Session One**

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**Eight Week Session Two**
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