## JOUR/Journalism

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<th>Course Code</th>
<th>Course Name</th>
<th>Section</th>
<th>Instructor</th>
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<td>JOUR 1210</td>
<td>MASS COMM &amp; SOCIETY</td>
<td>801</td>
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<td>JOUR 2250</td>
<td>MEDIA LITERACY</td>
<td>801</td>
<td>Blankenship S</td>
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<td>JOUR 2300</td>
<td>PRINCIPLES OF NEWS</td>
<td>001</td>
<td>Blankenship S</td>
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<td>JOUR 2310</td>
<td>INTRO TO MEDIA WRITING</td>
<td>001</td>
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<td>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.</td>
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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 
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SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE 
SECTION OF THE COURSE IF APPLICABLE.

JOUR 3020
ADV ACCOUNT PLANNING

JOUR 3040
AD MEDIA STRATEGY

JOUR 3050
ADVERTISING CREATIVE
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

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 3055.002

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

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
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
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.
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 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 3410  PR FOR NON-PROFITS
001 (2999) CRE 3.0 T  06:30 pm-09:20 pm  CHEM 352  Skinner-Luker K
002 (14641) CRE 3.0 W  06:00 pm-08:50 pm  FRSC 107  Poynter R

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

JOUR 3420  PR WRITING
001 (3030) CRE 3.0 TR  12:30 pm-01:50 pm  SYMR 222  Jackson M
002 (2988) CRE 3.0 TR  09:30 am-10:50 am  SYMR 222  Jackson M

MAJOR STATUS PLUS JOUR 3321

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

JOUR 3700  PHOTO JOURNALISM
001 (3000) CRE 3.0 W  03:30 pm-06:20 pm  SYMR 223  Anderson C

MAJOR STATUS OR MINOR STATUS PLUS JOUR 3321 OR JOUR 3323 AND JOUR 3300.

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

002 (15197) CRE 3.0 M  03:30 pm-06:20 pm  SYMR 223  Leininger T

JOUR 4052  AD PORTFOLIO
001 (15202) CRE 3.0 W  06:30 pm-09:20 pm  WH 317  Dale J

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 4070  AD CAMPAIGNS
001 (2970) CRE 3.0 TR  02:00 pm-03:20 pm  SYMR 203  Campbell C

JOUR MAJOR OR MINOR STATUS PLUS JOUR 3020, JOUR 3040 OR JOUR 3200, JOUR 3050 AND 3055.

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

002 (3043) CRE 3.0 TR  03:30 pm-04:50 pm  SYMR 203  Campbell C

JOUR 4075  AD COMPETITION
001 (3019) CRE 3.0 TR  05:00 pm-06:20 pm  SYMR 203  Campbell C

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. BY APPLICATION ONLY.

JOUR 4210  TOPICS IN JOUR
001 (16267) CRE 3.0 R  09:00 am-11:50 am  SYMR 223  James J
002 (16947) CRE 3.0 M  03:30 pm-06:20 pm  GAB 111H  Foote Jr C

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.
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.

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.

Integrated 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.

Sports Media Relations. Prerequisites: JOUR majors must have successfully completed JOUR 3321 News Reporting, Writing & Editing.

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.

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.
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<th>Course Code</th>
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<th>Days</th>
<th>Time</th>
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<td>001 (15699)</td>
<td>OPINION WRITING</td>
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<td>001 (2972)</td>
<td>REPORT PUB AFFA</td>
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<td>03:30 pm-06:20 pm</td>
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<td>GAB 111H</td>
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<td>001 (3008)</td>
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<td>GAB 111H</td>
<td>Poynter R</td>
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<td>001 (2984)</td>
<td>ETHICS IN AD &amp; PR</td>
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<td>LIFE A106</td>
<td>Nisbett G</td>
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</table>

**Notes:**
- This course meets at the Frisco Campus.
- 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.

**Additional Information:**
- MAJORS 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.
- Must be taken concurrently with JOUR 4343.
- Also meets: T 12:00 pm-03:59 pm GAB 101 1/16/18-5/11/18

- 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.
- Must be taken concurrently with JOUR 4323.
- Also meets: R 12:00 pm-03:59 pm GAB 101 1/16/18-5/11/18

- 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.
- Must be taken concurrently with JOUR 4323.
- Also meets: T 12:00 pm-03:59 pm GAB 101 1/16/18-5/11/18

- MAJOR STATUS PLUS JOUR 3321 OR JOUR 3323.
- Students should contact school if enrollment is blocked for this course and pre-reqs have been completed.

- MAJOR OR MINOR STATUS PLUS JOUR 3323.
- Student should contact school if enrollment is blocked for this course and pre-reqs have been met.

- MAJOR STATUS PLUS 3420.
- Student should contact school if enrollment is blocked for this course and pre-reqs have been met.

- MAJOR STATUS PLUS JOUR 3420.
- 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 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>NEW MEDIA TECHNOLOGIES</td>
<td>002 (3026) CRE 3.0 R</td>
<td>06:30 pm-09:20 pm SYMR 223 Bell V</td>
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<td>601 (16906) CRE 3.0</td>
<td>INET Knight S</td>
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<td>801 (16881) CRE 3.0</td>
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<td>601 (16906) CRE 3.0</td>
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<td>043 (16879) CRE 3.0 M</td>
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<td>061 (17067) CRE 3.0 M</td>
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<td>001 (15459) CRE 3.0 T</td>
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<td>708 (3027) CRE 3.0</td>
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Eight Week Session One

JOUR 5000  INTRO DGTL COMM ANALYT
801 (17405) 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.

Eight Week Session Two

JOUR 5000  INTRO DGTL COMM ANALYT
802 (17272) CRE 3.0 INET Bell V
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
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.