**JOUR/Journalism**

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<td>09:30 am-10:50 am</td>
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<td>09:00 am-10:20 am</td>
<td>SYMR 224</td>
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<td>06:30 pm-09:20 pm</td>
<td>SYMR 222</td>
<td>Parks S</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 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 (2806) CRE 3.0 TR 11:00 am-12:20 pm BLB 015 Hadeler D
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED

JOUR 3040  AD MEDIA STRATEGY
002 (13658) CRE 3.0 TR 03:59 pm-05:20 pm ENV 120 Unger V

JOUR 3050  AD COPYWRITING
001 (2797) CRE 3.0 TR 08:00 am-09:20 am SYMR 203 Broyles S
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
COREQUISITE: JOUR 3055.001
002 (2798) CRE 3.0 TR 09:30 am-10:50 am SYMR 203 Broyles S
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
COREQUISITE: JOUR 3055.003

JOUR 3055  AD ART DIRECTION
001 (2836) CRE 3.0 MW 11:00 am-12:20 pm SYMR 203 Ford W
JOUR MAJOR OR MINOR STATUS PLUS JOUR 2000 AND JOUR 3210.
CO-REQUISITE: JOUR 3050.001
003 (13187) 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 (12978) CRE 3.0 M 03:30 pm-06:20 pm WH 116 Unger V

JOUR 3200  MASS COMM RESEARCH
201 (14660) CRE 3.0 INET Champlin S
WEB-BASED INSTRUCTION.

THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

JOUR 3210  APPL DESIGN AD & PR
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND PRE-REQS HAVE BEEN COMPLETED.


201 (14217) CRE 3.0 INET Moore W
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.

204 (14216) CRE 3.0 INET Desoto M
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 3250 GAME DESIGN FOR JOUR

201 (14978) 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 3270 MEDIA ENTREP & INNOV

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.

JOUR 3300 INTRO TO VISCOMM

001 (2811) CRE 3.0 M 09:00 am-11:50 am SYMR 223 Bennett T
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.

FIRST DAY ATTENDANCE IN MAYBORN SCHOOL OF JOURNALISM 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 3310  FEATURE WRITING

JOUR 3321  NEWS REPORT / WRIT / EDIT

INET Ghioto GCRE 3.0205 (14696)
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 3323  BDCST / WEB NEWS WRITING

JOUR 3340  DIGITAL MEDIA FOR JOUR
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<td>Fundamentals of PR</td>
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<td>INET Keller K</td>
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<tr>
<td>JOUR 3410</td>
<td>PR for Non-Profits</td>
<td>GATE 137 Keller K</td>
<td>3.0</td>
<td>STUDENTS MUST HAVE COMPLETED 45 HOURS OF CREDIT OR MORE TO ENROLL. THIS COURSE MEETS AT THE FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX 75034.</td>
<td>GATE 137 Keller K</td>
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<tr>
<td>JOUR 3420</td>
<td>PR Writing</td>
<td>SYMR 222 Keller K</td>
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<td>STUDENTS MUST HAVE COMPLETED 45 HOURS OF CREDIT OR MORE TO ENROLL. THIS COURSE MEETS AT THE FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX 75034.</td>
<td>SYMR 222 Keller K</td>
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<tr>
<td>JOUR 3700</td>
<td>Photo Journalism</td>
<td>SYMR 223 Anderson C</td>
<td>3.0</td>
<td>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</td>
<td>SYMR 223 Anderson C</td>
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<td>JOUR 4065</td>
<td>Advanced Art Direction</td>
<td>SYMR 203 Campbell C</td>
<td>3.0</td>
<td>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</td>
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<td>Ad Campaigns</td>
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<td>WH 114 Stephenson D</td>
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<td>JOUR 4250</td>
<td>RACE, GENDER &amp; MEDIA</td>
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<td>JOUR 4270</td>
<td>STRATEGIC SOCIAL MEDIA</td>
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<td>06:30 pm</td>
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<td>WH 322</td>
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<td>R</td>
<td>06:00 pm</td>
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<td>JOUR 4280</td>
<td>MEDIA MANAGEMENT</td>
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<td>LANG 211</td>
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<td>SYMR 223</td>
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<td>JOUR 4321</td>
<td>OPINION WRITING</td>
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<td>JOUR 4470</td>
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<td>MASS COMM LAW &amp; ETHICS</td>
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<td>NEWS / SPORTS PRACTICUM</td>
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<td>JOUR 4815</td>
<td>SWOOP AGENCY PRACTICUM</td>
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**JOUR 4470 ETHICS IN AD & PR**

- **001 (2810)** CRE 3.0 M 06:30 pm-09:20 pm BLB 090 Unger V
  - 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 (2809)** CRE 3.0 MW 02:00 pm-03:20 pm BLB 005 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 (12976)** CRE 3.0 R 03:30 pm-06:20 pm SYMR 223 Bennett T

**JOUR 4800 PROFESSIONAL INTERNSHIP**

- **701 (2860)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
- **702 (2803)** CRE V
  - RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.
- **704 (2804)** CRE V
  - RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.
- **705 (2828)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
- **706 (13660)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
- **707 (2808)** CRE V
  - RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.
- **710 (2816)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
- **711 (2814)** CRE V
  - RESTRICTED COURSE APPROVAL REQUIRED. CONTACT SCHOOL.
- **712 (2847)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
- **721 (13510)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
- **724 (16362)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**JOUR 4805 AD PR PRACTICUM**

- **701 (18455)** CRE V W 12:00 pm-04:50 pm FRSC 141 Poynter R
  - THIS COURSE MEETS AT THE FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX 75034. RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**JOUR 4810 NEWS / SPORTS PRACTICUM**

- **710 (12979)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
- **711 (2858)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
- **712 (2820)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
- **719 (12977)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
- **724 (16380)** CRE V
  - RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**JOUR 4815 SWOOP AGENCY PRACTICUM**
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<tr>
<th>Course Code</th>
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<th>Section</th>
<th>Instructor</th>
<th>Time</th>
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<tr>
<td>JOUR 4820</td>
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<td>02:00 pm-03:20 pm</td>
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<td>JOUR 4900</td>
<td>SPECIAL PROBLEMS</td>
<td>703</td>
<td>Champlin S</td>
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<td>704</td>
<td>Everbach T</td>
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<td>706</td>
<td>James J</td>
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<td>707</td>
<td>Ghioto G</td>
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<td>708</td>
<td>Nisbett G</td>
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**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 5150  INTERNAT'L COMMUN**

201 (17602) CRE 3.0  
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 5210  RACE, GENDER & MEDIA**

001 (16338) CRE 3.0  W  03:30 pm-06:20 pm  CHEM 106  Everbach T  
605 (17207) CRE 3.0  

**JOUR 5250  QUANTITATIVE RES**

001 (14212) CRE 3.0  T  06:30 pm-09:20 pm  GAB 111H  Fuse K  
601 (18055) CRE 3.0  T  06:30 pm-09:20 pm  GAB 111H  Fuse K  

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**JOUR 5260  QUALITATIVE RES**

001 (15580) CRE 3.0  R  03:30 pm-06:20 pm  LANG 211  Nisbett G  
601 (16416) CRE 3.0  R  03:30 pm-06:20 pm  LANG 211  Nisbett G  

**JOUR 5280  MEDIA MANAGEMENT**

201 (13662) CRE 3.0  
WEB-BASED INSTRUCTION.  
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**JOUR 5330  STRATEGIC SOCIAL MEDIA**

201 (14489) CRE 3.0  
WEB-BASED INSTRUCTION.  
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LIMITED TO STUDENTS IN THE MSOJ GRADTRACK PROGRAM.
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JOUR 5350   SEMINAR IN JOURNALISM

001 (17779) CRE 3.0 R 06:30 pm-09:20 pm SYMR 203 Nisbett G
Course Topic: SOCIAL INFLUENCE & PERSUASION
COURSE IS DESIGNED TO INTRODUCE STUDENTS TO THEORIES ABOUT SOCIAL INFLUENCE AND PERSUASION. THESE THEORIES FOCUS ON SOURCE, RECEIVER, AND MESSAGE FACTORS IMPORTANT IN UNDERSTANDING HOW PERSUASION WORKS. STUDENTS WILL LEARN ABOUT THESE THEORIES IN THE CONTEXT OF MESSAGE AND CAMPAIGN DESIGN USED IN THE AD AND PR INDUSTRIES. THROUGH UNDERSTANDING THEORY, STUDENTS WILL GAIN GREATER INSIGHT INTO HOW AND WHY ADVERTISING/PR MESSAGES DO OR DO NOT WORK. APPLICATION OF THEORY TO INDUSTRY PRACTICE IS EMPHASIZED.

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

023 (13129) CRE 3.0 MW 09:00 am-10:20 am SYMR 203 Mcelroy B
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

043 (14487) CRE 3.0 M 03:00 pm-05:50 pm GAB 101 Brown C
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

602 (18325) CRE 3.0 W 06:30 pm-09:20 pm SYMR 222 Ford W
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

622 (18324) CRE 3.0

LIMITED TO STUDENTS IN THE MSOJ GRADTRACK PROGRAM.

JOUR 5710   NARRATIVE JOURNALISM

001 (15635) CRE 3.0 T 06:30 pm-09:20 pm SYMR 203 Donald M

JOUR 5800   PROF INTERNSHIP

704 (16573) CRE 3.0 Everbach T
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

708 (2841) CRE 3.0 Bland D
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

716 (16394) CRE 3.0 Fuse K
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 5900   ADVANCED PROB JOURNALISM

704 (2850) CRE V Everbach T
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

705 (2854) CRE V Foote Jr. C
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

709 (18189) CRE V Mueller J
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Instructor</th>
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<tr>
<td>JOUR 5910</td>
<td>Champlin S</td>
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<tr>
<td>JOUR 5950</td>
<td>Champlin S</td>
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</tbody>
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**Three Week Session**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>JOUR 4030</td>
<td>AD &amp; PR FOR SOCIAL GOOD</td>
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<tr>
<td></td>
<td>Web-based instruction.</td>
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<tr>
<td>801</td>
<td>Champlin S</td>
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</tbody>
</table>

**INET Champlin SCRE 3.0801 (17037)**

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.

3W1 winter session
WEB-BASED INSTRUCTION.
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3W1 WINTER SESSION

**JOUR 5330**     STRATEGIC SOCIAL MEDIA

601  (17628)  CRE 3.0

WEB-BASED INSTRUCTION.
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3W1 WINTER SESSION

**JOUR 5520**     ADV AD/PR FOR SOC GOOD

601  (17627)  CRE 3.0

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3W1 WINTER SESSION

**Eight Week Session One**

**JOUR 5000**     INTRO DGTL COMM ANALYT

201  (15408)  CRE 3.0      AOP  Hamilton S

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
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RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

**JOUR 5251**     QUANT RES DGTL COMM
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

WEB-BASED INSTRUCTION.

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RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

JOUR 5341 TECHNIQUES-DC ANALYST

JOUR 5261 QUAL RES DGTL COMM

JOUR 5331 SOCIAL MEDIA ANALYTICS

JOUR 5581 CAPSTONE SEM IN DCA

JOUR 5900 ADVAN PROB JOUR
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.