Journalism

JOUR 1210  MASS COMM & SOCIETY
201 (14488) 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 2000  PRINCIPLES OF AD & PR
001 (2834) CRE 3.0  TR  12:30 pm-01:50 pm  GAB 105  Broyles S
002 (2835) CRE 3.0  TR  12:30 pm-01:50 pm  GAB 104  Green K
501 (17526) CRE 3.0  TR  09:30 am-10:50 am  FRSC 133  Knight S
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

JOUR 2300  PRINCIPLES OF NEWS
001 (2830) CRE 3.0  TR  09:30 am-10:50 am  ENV 110  Paul N

JOUR 2310  INTRO TO MEDIA WRITING
001 (2791) CRE 3.0  MW  09:00 am-10:20 am  SYMR 224  Paul N
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND
PRE-REQS HAVE BEEN COMPLETED
MAJOR STATUS OR MINOR STATUS; PASS GSP TEST; TWO TERMS/SEMESTERS OF FIRST YEAR
ENGLISH
002 (2792) CRE 3.0  MW  11:00 am-12:20 pm  SYMR 224  Blankenship S
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND
PRE-REQS HAVE BEEN COMPLETED
MAJOR STATUS OR MINOR STATUS; PASS GSP TEST; TWO TERMS/SEMESTERS OF FIRST YEAR
ENGLISH
003 (2793) CRE 3.0  MW  12:59 pm-02:20 pm  SYMR 224  Arterbery A
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND
PRE-REQS HAVE BEEN COMPLETED
MAJOR STATUS OR MINOR STATUS; PASS GSP TEST; TWO TERMS/SEMESTERS OF FIRST YEAR
ENGLISH
004 (2805) CRE 3.0  M  03:00 pm-05:50 pm  SYMR 224  McPhate D
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND
PRE-REQS HAVE BEEN COMPLETED
MAJOR STATUS OR MINOR STATUS; PASS GSP TEST; TWO TERMS/SEMESTERS OF FIRST YEAR
ENGLISH
006 (2818) CRE 3.0  R  06:30 pm-09:20 pm  SYMR 222  Parks S
STUDENTS SHOULD CONTACT SCHOOL IF ENROLLMENT IS BLOCKED FOR THIS COURSE AND
PRE-REQS HAVE BEEN COMPLETED
MAJOR STATUS OR MINOR STATUS; PASS GSP TEST; TWO TERMS/SEMESTERS OF FIRST YEAR
ENGLISH
207 (14215) CRE 3.0  INET  Ghioto G
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.
301 (2794) LAB 0.0  F  09:00 am-10:50 am  SYMR 220  Paul N
302 (2795) LAB 0.0  F  11:00 am-12:50 pm  SYMR 222  Blankenship S
303 (2796) LAB 0.0  F  11:00 am-12:50 pm  SYMR 224  Arterbery A
304 (2807) LAB 0.0  F  12:59 pm-02:50 pm  SYMR 224  McPhate D
306 (2819) LAB 0.0  F  12:59 pm-02:50 pm  SYMR 222
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JOUR 3250  GAME DESIGN FOR JOUR

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 3270  MEDIA ENTREP & INNOV

EVERYDAY WE ARE 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

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

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.

JOUR 3321  NEWS REPORT / WRIT / EDIT

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

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

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

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

STUDENTS MUST HAVE COMPLETED 45 HOURS OF CREDIT OR MORE TO ENROLL.

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### JOUR 3420  PR WRITING

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<tr>
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<th>Location</th>
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<td>001</td>
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<td>Keller K</td>
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<td>12:30 pm-01:50 pm</td>
<td>SYMR 222</td>
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<tr>
<td>002</td>
<td>CRE 3.0</td>
<td>Keller K</td>
<td>TR</td>
<td>02:00 pm-03:20 pm</td>
<td>SYMR 222</td>
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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

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<td>001</td>
<td>CRE 3.0</td>
<td>Anderson C</td>
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<td>12:00 pm-02:50 pm</td>
<td>SYMR 223</td>
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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-reqs have been completed.

### JOUR 4052  AD PORTFOLIO

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<tr>
<th>CRN</th>
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<th>Instructor</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
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<td>001</td>
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<td>06:30 pm-09:20 pm</td>
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### JOUR 4065  ADVANCED ART DIRECTION

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<td>SYMR 222</td>
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</table>

### JOUR 4070  AD CAMPAIGNS

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<th>Days</th>
<th>Time</th>
<th>Location</th>
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<tr>
<td>001</td>
<td>CRE 3.0</td>
<td>Campbell C</td>
<td>TR</td>
<td>02:00 pm-03:20 pm</td>
<td>SYMR 203</td>
</tr>
</tbody>
</table>

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.

### JOUR 4075  AD COMPETITION

<table>
<thead>
<tr>
<th>CRN</th>
<th>Course Name</th>
<th>Instructor</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>001</td>
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<td>Campbell C</td>
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<td>05:00 pm-06:20 pm</td>
<td>SYMR 203</td>
</tr>
</tbody>
</table>

Restricted course. Approval required. Contact department. By application only.

### JOUR 4210  TOPICS IN JOUR

<table>
<thead>
<tr>
<th>CRN</th>
<th>Course Name</th>
<th>Instructor</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>001</td>
<td>CRE 3.0</td>
<td>Mcelroy B</td>
<td>MW</td>
<td>09:00 am-10:20 am</td>
<td>SYMR 203</td>
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</table>

Restricted course. Approval required. Contact department.

Course Topic: Covering Crisis, Trauma & Recovery

### GAB 101  INTRO TO RADIO PROGRAMMING

<table>
<thead>
<tr>
<th>CRN</th>
<th>Course Name</th>
<th>Instructor</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>004</td>
<td>CRE 3.0</td>
<td>Bland D</td>
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<td>02:00 pm-03:20 pm</td>
<td>SYMR 223</td>
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</table>

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.

### INET Tipps H

Course Topic: PR FOR NON-MAJORS

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.

Description: This class is designed to help non-journalism students develop important public relations and writing skills to create messages and content to effectively reach diverse audiences. It addresses items such as press releases, media pitches, social media content, speeches and brand journalism.
JOUR 4230  ARTS & CULTURE JOUR
001 (17594)  CRE 3.0  T  03:30 pm-06:20 pm  WH 114  Stephenson D
FOOD JOURNALISM.

JOUR 4240  INTERNATIONAL MEDIA
201 (14210)  CRE 3.0  INET  Bland D
WEB-BASED INSTRUCTION.
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JOUR 4250  RACE, GENDER & MEDIA
001 (2849)  CRE 3.0  W  03:30 pm-06:20 pm  CHEM 106  Everbach T

JOUR 4270  STRATEGIC SOCIAL MEDIA
002 (12975)  CRE 3.0  M  06:30 pm-09:20 pm  WH 322  Skinner-Luker K
201 (14490)  CRE 3.0  INET  Knight S
WEB-BASED INSTRUCTION.
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JOUR 4290  MEDIA INNOVATION LAB
201 (17593)  CRE 3.0  INET  James J
WEB-BASED INSTRUCTION.
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JOUR 4321  OPINION WRITING
001 (13897)  CRE 3.0  TR  09:00 am-10:20 am  LANG 211  Loftis R

JOUR 4343  VIS NEWS STORYTELLING
001 (13132)  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 (2846)  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 4355  SPORT MEDIA RELATIONS
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

JOUR 4410 REPORT PUB AFFA
002 (2827) 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.

JOUR 4460 PR COMMUNICATION
001 (2829) CRE 3.0 T 09:30 am-12:20 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.

JOUR 4470 ETHICS IN AD & PR
001 (2810) CRE 3.0 M 06:30 pm-09:20 pm CHEM 106 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 (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.
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JOUR 5330  STRATEGIC SOCIAL MEDIA

001 (14489) CRE 3.0 INET Knight S
WEB-BASED INSTRUCTION.
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JOUR 5350  SEMINAR IN JOURN

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.

JOUR 5710  NARRATIVE JOUR

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

JOUR 5720  MAG WRIT / PUBLISHING

001 (13800) CRE 3.0 T 06:30 pm-09:20 pm SYMR 223 Nishimoto E

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  ADVAN PROB JOUR

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.

710 (14810) CRE V Mcelroy B
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Course Topic: ADVANCED AD TEAM COMPETITION

JOUR 5910   ADVA PROB JOUR

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

JOUR 5950   THESIS

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Three Week Session

JOUR 4030   AD & PR FOR SOCIAL GOOD

WEB-BASED INSTRUCTION.

JOUR 4270   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.

3W1 WINTER SESSION
Eight Week Session One

JOUR 5330  STRATEGIC SOCIAL MEDIA
601  (17628)  CRE 3.0  INET  Nisbett G
WEB-BASED INSTRUCTION.
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801  (17038)  CRE 3.0  INET  Nisbett G
WEB-BASED INSTRUCTION.
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JOUR 5520  ADV AD/PR FOR SOC GOOD
601  (17627)  CRE 3.0  INET  Champlin S
WEB-BASED INSTRUCTION.
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801  (17039)  CRE 3.0  INET  Champlin S
WEB-BASED INSTRUCTION.
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Eight Week Session Two

JOUR 5000  INTRO DGTL COMM ANALYT
201  (15408)  CRE 3.0  INET  Hamilton S
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
WEB-BASED INSTRUCTION.
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JOUR 5251  QUANT RES DGTL COMM
201  (15455)  CRE 3.0  INET  Hamilton S
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
WEB-BASED INSTRUCTION.
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JOUR 5341  TECHNIQUES-DC ANALYST
201  (17816)  CRE 3.0  INET  Mcelroy R
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

WEB-BASED INSTRUCTION.

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**JOUR 5331 SOCIA MEDIA ANALYTICS**

201  (15650)  CRE 3.0  INET  Hamilton S

WEB-BASED INSTRUCTION.

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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

901  (17783)  CRE 3.0  INET  Mueller J

WEB-BASED INSTRUCTION.

THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**JOUR 5900 ADVAN PROB JOUR**

709  (16671)  CRE V  Mueller J

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.