## Journalism

### JOUR 1210  MASS COMM & SOCIETY

<table>
<thead>
<tr>
<th>Section</th>
<th>CRN</th>
<th>Credits</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>201</td>
<td>14488</td>
<td>3.0</td>
<td>web-based</td>
<td>Blankenship S</td>
<td></td>
</tr>
<tr>
<td>901</td>
<td>18573</td>
<td>3.0</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.**

### JOUR 2000  PRINCIPLES OF AD & PR

<table>
<thead>
<tr>
<th>Section</th>
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<th>Time</th>
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<tr>
<td>001</td>
<td>2834</td>
<td>3.0</td>
<td>12:30 pm-01:50 pm</td>
<td>GAB 105</td>
<td>Broyles S</td>
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<td>GAB 104</td>
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<td>501</td>
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<td>3.0</td>
<td>09:30 am-10:50 am</td>
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- **WEB-BASED INSTRUCTION.**
- **THIS COURSE MEETS AT THE FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX 75034.**

### JOUR 2300  PRINCIPLES OF NEWS

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<td>3.0</td>
<td>09:30 am-10:50 am</td>
<td>ENV 110</td>
<td>Paul N</td>
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### JOUR 2310  INTRO TO MEDIA WRITING

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<td>001</td>
<td>2791</td>
<td>3.0</td>
<td>09:00 am-10:20 am</td>
<td>SYMR 224</td>
<td>Paul N</td>
</tr>
<tr>
<td>002</td>
<td>2792</td>
<td>3.0</td>
<td>11:00 am-12:20 pm</td>
<td>SYMR 224</td>
<td>Bland D</td>
</tr>
<tr>
<td>003</td>
<td>2793</td>
<td>3.0</td>
<td>12:59 pm-02:20 pm</td>
<td>SYMR 224</td>
<td>Arterbery A</td>
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<tr>
<td>004</td>
<td>2805</td>
<td>3.0</td>
<td>03:00 pm-05:50 pm</td>
<td>SYMR 224</td>
<td>Fellows J</td>
</tr>
<tr>
<td>005</td>
<td>2855</td>
<td>3.0</td>
<td>03:00 pm-05:50 pm</td>
<td>SYMR 224</td>
<td>Vernon E</td>
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<tr>
<td>006</td>
<td>2818</td>
<td>3.0</td>
<td>06:30 pm-09:20 pm</td>
<td>SYMR 222</td>
<td>Parks S</td>
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- **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**
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.


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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.

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

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JOUR 3310  FEATURE WRITING

JOUR 3321  NEWS REPORT / WRIT / EDIT

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

JOUR 3323  BDCST / WEB NEWS WRITING

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

WEB-BASED INSTRUCTION.

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

WEB-BASED INSTRUCTION.
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.

JOUR 3340    DIGITAL MEDIA FOR JOUR
001 (18040) CRE 3.0 TR 09:00 am-10:20 am SYMR 222 Fellows J
002 (18133) CRE 3.0 TR 11:00 am-12:20 pm SYMR 222 Bennett T
203 (14977) CRE 3.0 INET Scudder C
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 3400    FUNDAMENTALS OF PR
201 (18118) CRE 3.0 INET Keller K
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 3410    PR FOR NON-PROFITS
001 (2823) CRE 3.0 T 06:30 pm-09:20 pm GATE 137 Keller K
STUDENTS MUST HAVE COMPLETED 45 HOURS OF CREDIT OR MORE TO ENROLL.
501 (17525) CRE 3.0 W 06:00 pm-08:50 pm FRSC 141 Poynter R
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX  75034.

JOUR 3420    PR WRITING
001 (2844) CRE 3.0 TR 12:30 pm-01:50 pm SYMR 222 Keller K
501 (17524) CRE 3.0 TR 02:00 pm-03:20 pm FRSC 114 Knight S
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX  75034.

JOUR 3700    PHOTO JOURNALISM
001 (2824) CRE 3.0 M 12:00 pm-02:50 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 (13659) CRE 3.0 T 11:00 am-01:50 pm SYMR 223 Anderson C

JOUR 4065    ADVANCED ART DIRECTION
001 (17595) CRE 3.0 W 06:30 pm-09:20 pm SYMR 222 Ford W

JOUR 4070    AD CAMPAIGNS
001 (2799) 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 (2851) CRE 3.0 TR 03:30 pm-04:50 pm SYMR 203 Campbell C

JOUR 4075    AD COMPETITION
001 (2837) CRE 3.0 TR 05:00 pm-06:20 pm SYMR 203 Campbell C
RESTRICTED COURSE, APPROVAL REQUIRED. CONTACT DEPARTMENT.
BY APPLICATION ONLY.
Course Topic: PR FOR NON-MAJORS
WEB-BASED INSTRUCTION.
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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.

Course Topic: FOOD JOURNALISM.

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JOUR 4355  
SPORT MEDIA RELATIONS
501  (18080) CRE 3.0  W  06:30 pm-09:20 pm  FRSC 121  Trahan IV J
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.
003  (13137) CRE 3.0  M  06:30 pm-09:20 pm  GAB 111H  Vernon E
004  (16337) CRE 3.0  W  03:30 pm-06:20 pm  SYMR 203  Nevins A

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.
002  (2802) CRE 3.0  T  02:00 pm-04:50 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  (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.
<table>
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<th>Course Code</th>
<th>Course Title</th>
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<td>712 (2847)</td>
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<td>721 (13510)</td>
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<td>718 (14211)</td>
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<td>JOUR 4815</td>
<td>SWOOP AGENCY PRACTICUM</td>
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<td>001 (13754)</td>
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<td>02:00 pm-03:20 pm</td>
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<td>JOUR 4900</td>
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<td>703 (14908)</td>
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<td>722 (13909)</td>
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<td>JOUR 5150</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.

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 W 03:30 pm-06:20 pm CHEM 106 Everbach T

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

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 INET Foote Jr C

JOUR 5330 STRATEGIC SOCIAL MEDIA
201 (14489) CRE 3.0 INET Blankenship S

JOUR 5350 SEMINAR IN JOUR
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.

002 (18323) CRE 3.0 W 06:30 pm-09:20 pm SYMR 222 Ford W

022 (13967) CRE 3.0 TR 05:00 pm-06:20 pm SYMR 203 Campbell C

023 (13129) CRE 3.0 MW 09:00 am-10:20 am SYMR 203 Mcelroy B

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
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<td>SYMR 203TR</td>
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<td>GAB 101</td>
<td>Brown C</td>
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<td>06:30 pm-09:20 pm</td>
<td>SYMR 203</td>
<td>Donald M</td>
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<td>09:00 am-10:20 am</td>
<td>SYMR 203</td>
<td>Everbach T</td>
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Three Week Session

JOUR 4030  AD & PR FOR SOCIAL GOOD
801  (17037)  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.
3W1 WINTER SESSION

JOUR 4270  STRATEGIC SOCIAL MEDIA
801  (17036)  CRE 3.0  INET  Nisbett 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.
3W1 WINTER SESSION

JOUR 5330  STRATEGIC SOCIAL MEDIA
601  (17628)  CRE 3.0  INET  Nisbett 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.
801  (17038)  CRE 3.0  INET  Nisbett G
WEB-BASED INSTRUCTION.
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3W1 WINTER SESSION

JOUR 5520  ADV AD/PR FOR SOC GOOD
Eight Week Session One

**JOUR 5000**  
INTRO DGTL COMM ANALYT

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RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

**JOUR 5251**  
QUANT RES DGTL COMM

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RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

**JOUR 5341**  
TECHNIQUES-DC ANALYST

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RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

Eight Week Session Two

**JOUR 5261**  
QUAL RES DGTL COMM

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RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

**JOUR 5331**  
SOCIAL MEDIA ANALYTICS
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<td>AOP 17783</td>
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