### Journalism (JOURN)

#### JOURN 0501: Study Abroad: Exchange Graduate
Attributes: Study Abroad Program, Requires Consent, Journalism Course Fee, Course Has Non Standard Meeting Dates, Course Not Transcripted on Students Record Instruction Mode: Traditional Location: Study Abroad Exchange Units: 0 - 12 units

**Credit Hour:** 0-12

#### JOURN 0900: News Practicum
Instruction in fundamentals of newswriting for students entering the graduate program without an undergraduate degree in journalism.

**Credit Hours:** 3

#### JOURN 1000: The News Media: Journalism and Advertising in a Democratic Society
How do you know the media are telling the full truth and nothing but the truth? In this course, you will learn how to decide what information sources to trust. You'll survey the roles played by you, the consumer, as well as by journalists, strategic communicators and advertisers in their relationships with different audiences. Students will weigh the merits of various storytelling methods, uses of social media and revenue models while developing a deeper understanding of the ethical issues facing consumers and journalists in today's fast-paced media environment. Pre-Journalism and Journalism majors cannot count this course towards the Bachelor of Journalism.

**Credit Hours:** 3

#### JOURN 1010: Career Explorations in Journalism
Colloquium in which experts discuss their specialties and answer students' questions on the nature and current status of their disciplines. Graded on S/U basis only.

**Credit Hour:** 1

**Prerequisites:** Undeclared Journalism, Pre-Journalism, or Science and Agricultural Journalism majors only

#### JOURN 1010H: Career Explorations in Journalism - Honors
Colloquium in which experts discuss their specialties and answer students' questions on the nature and current status of their disciplines. Graded on S/U basis only.

**Credit Hour:** 1

**Prerequisites:** Freshman Journalism and Science and Agricultural Journalism Majors only. Honors Eligibility Required

#### JOURN 1100: Principles of Journalism in Democracy
Course designed to acquaint students with concepts and functions of journalism in American society. Stresses the basic issues and problems facing journalists and the mass media.

**Credit Hours:** 3

**Recommended:** For first-time college students a high school core GPA of 3.0 or higher and 15 college credits (dual, AP, IB or other). For current MU students a GPA of 2.75 and 15 college credits

#### JOURN 1200: Fundamentals of Visual Journalism and Strategic Communication
Visual Fundamentals is designed to be one of three courses to introduce students to the basics of journalism and strategic communication practice. In this course, students will learn and practice the basics of visual and audio storytelling and design across the disciplines of journalism and strategic communication. Effective storytelling in audio, video, still photography and design requires an understanding of both the theory and philosophy as well as the software fundamentals necessary to manipulate these elements. Graded on A-F basis only.

**Credit Hours:** 2

#### JOURN 1300: Fundamentals of Written Journalism and Strategic Communication
Fundamentals of Written Journalism and Strategic Communication is designed to be one of three courses to introduce students to the basics of journalism and strategic communication practice. In this course, students will learn and practice the basics of information gathering and writing across the disciplines of journalism and strategic communication. Good media writing requires more than an ability to craft clear sentences. It requires accuracy, curiosity, creativity and attention to detail. The class encompasses a variety of activities that will teach the following skills: AP style; News writing; Reporting; Interviewing; Story structure; Story boarding/scripting; Generating creative ideas; Research; Strategic thinking; Persuasive writing; Use of multiple platforms; Judgment; Attribution; Meeting deadlines. Graded on A-F basis only.

**Credit Hours:** 2

#### JOURN 1301: Topics in Journalism and Strategic Communication
Organized study of selected topics. Subjects, specific content, and credits may vary from semester to semester. Graded on A-F basis only.

**Credit Hour:** 1-3

#### JOURN 1400: Applied Projects for Journalism and Strategic Communication
This course is designed to introduce students to the basics of journalism and strategic communication practice. This course allows students to build on the basic principles and skills learned in the fundamentals courses through hands-on projects. Students will work individually and in teams to complete four projects throughout the semester. Two projects focus on journalism/news and two focus on strategic communication. Students will learn how communication differs depending on their role and their audience. Additionally, students will be challenged to think critically about how journalism and strategic communication intersect and overlap, yet remain distinct in today's complex media landscape. Finally, this course will help students better identify an academic major in the journalism school, as well as informing students' individual career interests and plans. The class puts into practice all of the skills learned in Writing Fundamentals and Visual Fundamentals, including (but not limited to): Reporting; Interviewing; Proper framing; Proper use of lighting, stability and sound; Using sequencing and matched action; Creativity; Pacing; Use of multiple platforms; AP style; News writing; Reporting; Interviewing; Story structure; Story boarding/scripting; Generating creative ideas; Research; Strategic thinking; Persuasive writing; Use of multiple platforms; Judgment; Attribution; Meeting deadlines. Graded on A-F basis only.

**Credit Hours:** 2
Prerequisites: JOURN 1200 and JOURN 1300

JOURN 1940: Pre-Sequence Internship
Internship for Journalism students who have not yet entered their emphasis areas. Used to satisfy employer requirements. Graded on S/U basis only.
Credit Hour: 0-1
Prerequisites: Consent from internship coordinator required

JOURN 2000: Cross-Cultural Journalism
Cross-Cultural Journalism provides journalistic tools for the coverage of diverse ethnic, gender, ability and ideological groups inside and outside the United States. The critical role of diverse voices in a democracy will be discussed.
Credit Hours: 3
Prerequisites: sophomore standing required; C- or higher in JOURN 1100 and UM GPA of 2.8. Restricted to Undeclared Journalism, Pre-Journalism, Journalism and Science and Agricultural Journalism Students Only

JOURN 2100: News
Introduction to fundamentals of news writing. Lectures, discussions and laboratory work provide training under deadline pressure in writing basic news stories. Stories cover several "live" assignments. May not be taken concurrently with JOURN 2150.
Credit Hours: 3
Prerequisites: sophomore standing, C- or better in JOURN 1100; grade of "B-" or higher in ENGLISH 1000 and 2.8 UM GPA. Restricted to Undeclared Journalism, Pre-Journalism, Journalism and Science and Agricultural Journalism students

JOURN 2100H: News
Introduction to fundamentals of news writing. Lectures, discussions and laboratory work provide training under deadline pressure in writing basic news stories. Stories cover several "live" assignments. May not be taken concurrently with JOURN 2150.
Credit Hours: 3
Prerequisites: sophomore standing, C- or higher in JOURN 1100; grade of "B-" or higher in ENGLISH 1000 and 2.8 UM GPA. Restricted to Pre-Journalism, Journalism and Science and Agricultural Journalism students. Honors eligibility required

JOURN 2100HW: News - Honors/Writing Intensive
Introduction to fundamentals of news writing. Lectures, discussions and laboratory work provide training under deadline pressure in writing basic news stories. Stories cover several "live" assignments. May not be taken concurrently with JOURN 2150.
Credit Hours: 3
Prerequisites: sophomore standing, C- or higher in JOURN 1100; grade of "B-" or higher in ENGLISH 1000 and 2.8 UM GPA. Restricted to Pre-Journalism, Journalism and Science and Agricultural Journalism students. Honors eligibility required

JOURN 2100W: News - Writing Intensive
Introduction to fundamentals of news writing. Lectures, discussions and laboratory work provide training under deadline pressure in writing basic news stories. Stories cover several "live" assignments. May not be taken concurrently with JOURN 2150.
Credit Hours: 3
Prerequisites: C- or higher in JOURN 1100; sophomore standing and a UM GPA of 2.8. Restricted to Undeclared Journalism, Pre-Journalism, Journalism and Science and Agricultural Journalism students only

JOURN 2150: Fundamentals of Multimedia Journalism
This course deals with the challenges faced by journalists and other communicators working with still photos, audio, video and print. Students learn the basics and ethics of cross-platform, multimedia storytelling. May not be taken concurrently with JOURN 2100. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: C- or higher in JOURN 1100; sophomore standing and a UM GPA of 2.8. Restricted to Undeclared Journalism, Pre-Journalism, Journalism and Science and Agricultural Journalism students only

JOURN 2301: Topics in Journalism and Strategic Communication
Organized study of selected topics. Subjects, specific content, and credits may vary from semester to semester. Graded on A-F basis only.
Credit Hour: 1-3

JOURN 3000: History of American Journalism
American mass media from colonial days to present in the context of social, economic and political change.
Credit Hours: 3
Prerequisites: Junior Standing; Journalism or Science and Agricultural Journalism majors

JOURN 3301: Topics in Journalism and Strategic Communication
Organized study of selected topics. Subjects, specific content, and credits may vary from semester to semester. Graded on A-F basis only.
Credit Hour: 1-3

JOURN 3510: Think Global: Fundamentals of Globalization and Digital Technologies
(same as GERMAN 3510, PEA_ST 2810, DST 3510, T_A_M 3010). This inter-departmental course serves as one of the core seminars for students pursuing the undergraduate certificate in Digital Global Studies. The course focuses on the impact of technological change and globalization on cultures around the world from various interdisciplinary perspectives. The course is open to all undergraduate students in all disciplines. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: Junior standing; Journalism, Science and Agricultural Journalism majors only

(same as GERMAN 3510H, PEA_ST 3510H, T_A_M 3010H, DST 3510H). This interdepartmental course serves as one of the core seminars for students pursuing the undergraduate Certificate in of Digital Global Studies. The course focuses on the impact of technological change and globalization on cultures around the world from various
interdisciplinary perspectives. The course is open to students in any discipline. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Sophomore standing; JOURN 1100 and a 2.75 GPA or instructor's consent. Restricted to Journalism majors only. Honors eligibility required

(same as GERMAN 3510HW, PEA_ST 2810HW, T_A_M 3010HW, DST 3510HW). This interdepartmental course serves as one of the core seminars for students pursuing the undergraduate Certificate in Digital Global Studies. The course focuses on the impact of technological change and globalization on cultures around the world from various interdisciplinary perspectives. The course is open to students in all disciplines. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Sophomore standing; JOURN 1100 and a 2.75 GPA or instructor's consent. Restricted to Journalism majors only. Honors eligibility required

(same as GERMAN 3510W, PEA_ST 3510W, DST 3510W, T_A_M 3010W). This inter-departmental course serves as one of the core seminars for students pursuing the undergraduate certificate in Digital Global Studies. The course focuses on the impact of technological change and globalization on cultures around the world from various interdisciplinary perspectives. The course is open to all undergraduate students in all disciplines. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Junior standing; Journalism, Science and Agricultural Journalism majors only

JOURN 4000: Communications Law
Legal concepts, including prior restraint, libel, privacy, obscenity, contempt and access as they relate to print, broadcast, advertising and other areas.

Credit Hours: 3
Prerequisites: Junior Standing; Journalism and Science and Agricultural Journalism majors

JOURN 4050: Communications Practice
Special instruction in the school's media as an extension of existing advanced media courses, or, in advertising, an extension of advertising creative courses. Contract must be approved by instructor and dean.

Credit Hour: 1-3
Prerequisites: Restricted to Journalism and Science and Agricultural Journalism majors only. Junior standing required

JOURN 4050HW: Communications Practice - Honors/Writing Intensive
Special instruction in the school's media as an extension of existing advanced media courses, or, in advertising, an extension of advertising creative courses. Contract must be approved by instructor and dean.

Credit Hour: 1-3
Prerequisites: Consent from Independent Study Coordinator

JOURN 4050W: Communications Practice - Writing Intensive
Special instruction in the school's media as an extension of existing advanced media courses, or, in advertising, an extension of advertising creative courses.

Credit Hour: 1-3
Prerequisites: Restricted to Journalism and Science and Agricultural Journalism majors only. Junior standing required

JOURN 4058: New York Program: Journalism Theory and Practice
Interdisciplinary course offering on-site study at national media venues in New York. Journalism alumni working in Manhattan provide weekly discussions on contemporary practices, job networks and work experiences.

Credit Hour: 2-3
Prerequisites: Restricted to Journalism and Science and Agricultural Journalism majors only. Junior standing required

JOURN 4122: Fundamentals of Data Reporting
(cross-leveled with JOURN 7122). Explores the importance to journalists of mining public records and data; reviews basic newsroom mathematics; teaches basic techniques for using Microsoft Excel to create and manipulate spreadsheets and to produce graphics. This course is not to be taken by students who have already completed JOURN 4430 or JOURN 7430. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: Restricted to Journalism and Science and Agricultural Journalism Students and Junior standing

JOURN 4126: Digital Audio and Visual Basics for Journalists
(cross-leveled with JOURN 7126). Introduces journalism students to audio and video tools used in converged environments. Students will create news stories, ads or promos to meet journalistic or strategic communication goals. Graded on S/U basis only.

Credit Hour: 1
Prerequisites: Restricted to Journalism and Agricultural Journalism majors only

JOURN 4130: Account Services
(cross-leveled with JOURN 7130). Designed for advanced strategic communication students preparing for careers in account services. Section topics vary. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: Restricted to Journalism Strategic Communication and Science and Agricultural Journalism Majors
JOURN 4138: Public Relations Techniques  
(cross-leveled with JOURN 7138). Designed for advanced strategic communication students preparing for careers in public relations. Section topics vary. Graded on A-F basis only.  
Credit Hour: 1  
Prerequisites: JOURN 4200, JOURN 4204 and JOURN 4952

JOURN 4140: Interactive Techniques  
(cross-leveled with JOURN 7140). Designed for advanced strategic communications students preparing for careers in interactive media. Section topics may vary. Graded on A-F basis only.  
Credit Hour: 1  
Prerequisites: JOURN 4200, JOURN 4204 and JOURN 4952

JOURN 4146: Strategic Communication Techniques  
(cross-leveled with JOURN 7146). Designed for advanced strategic communication students. Section topics vary. Graded on A-F basis only.  
Credit Hour: 1  
Prerequisites: JOURN 4200, JOURN 4204 and JOURN 4952

JOURN 4148: Interviewing Essentials  
(cross-leveled with JOURN 7148). This class focuses on the journalistic interviewing process, from identifying and gaining access to the best sources, setting ethical boundaries, asking the most effective questions and ensuring accuracy. It applies to the full range of story types, from breaking news to in-depth work in all coverage areas.  
Credit Hour: 1  
Prerequisites: Consent of instructor required

JOURN 4150: Using Infographics  
An introduction to the various types of information graphics and how each can be used effectively to help explain the news. Additional emphasis on generating graphic ideas and on the specific challenges of gathering information for graphics.  
Credit Hour: 1  
Prerequisites: instructor's consent required. Restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 4152: Concepts in Participatory Journalism  
Journalists need to know how to be in conversation with their communities rather than lecture to them. In this course, we will look at how a collaborative culture is changing journalism, and how journalists can take advantage of the new landscape. Graded on A-F basis only.  
Credit Hour: 1  
Prerequisites: JOURN 2100, JOURN 2150, Journalism and Science and Agricultural Journalism majors and Junior Standing

JOURN 4198: Area Seminar  
Special lectures, readings, discussions relating to the urban journalism, state government reporting or local public affairs reporting programs.  
Credit Hours: 3  
Prerequisites: Consent of Instructor required

JOURN 4200: Principles of Strategic Communication  
(cross-leveled with JOURN 7200). Foundation course familiarizing students with an array of strategic communication tools and how they are used in the field.  
Credit Hours: 3  
Prerequisites: Restricted to Strategic Communication and Science and Agricultural Journalism Majors

JOURN 4204: Introduction to Strategic Writing and Design  
This course will teach you about strategic writing and design, and then show you how to apply these skills to key communication platforms such as digital media, TV, radio, social media and others. Along the way, you will learn to think, write and design creatively and strategically. Graded on A-F basis only.  
Credit Hours: 3  
Prerequisites: Restricted to Strategic Communication and Science and Agricultural Journalism Majors  
Junior Standing Required

JOURN 4206: Strategic Writing I  
(cross-leveled with JOURN 7206). Students learn strategic writing for a variety of media such as print, radio, television, outdoor, new media, news releases, pitch letters and other persuasive messages.  
Credit Hours: 3  
Prerequisites: JOURN 4200, JOURN 4226, JOURN 4952

JOURN 4208: Strategic Writing II  
(cross-leveled with JOURN 7208). Advanced course in the creation of advertising and public relations materials with an emphasis on strategic planning, developing creative concepts, producing and polishing copy and visuals, execution of finished product and refining. Graded on A-F basis only.  
Credit Hours: 3  
Prerequisites: JOURN 4200, JOURN 4204 and JOURN 4952

JOURN 4212: Sports and Entertainment Promotion  
(cross-leveled with JOURN 7212) Course focuses on the role that research, sponsorship, advertising, public relations, social media, positioning, target marketing, psychographics, and other strategic communication processes play in the promotion of the sports and entertainment industry. The course will critically analyze and examine how chief executive officers of sport and entertainment organizations choose, maintain, or redirect their promotion strategies and activities to help achieve organization missions, encourage tickets sales, and attract large audiences.  
Credit Hours: 3  
Prerequisites: Consent of instructor

JOURN 4213: Strategic Communication Mobile Sports Production  
(cross-leveled with JOURN 7213). This class is designed to prepare Strategic Communication students for vital new positions in the world of sports marketing with the emphasis on video productions, strategic planning, and strategic dissemination of video content via multiple media, channels and platforms. Graded on A-F basis only.  
Credit Hours: 3
**Prerequisites:** JOURN 4200, JOURN 4204 and JOURN 4952. Restricted to Journalism Strategic Communication and Science and Agricultural Journalism Majors

**JOURN 4216: Media Sales**
(cross-leveled with JOURN 7216). Focus of this course is to familiarize students with how to sell a variety of media, including newspaper, radio, television, outdoor, new media, and others.

**Credit Hours:** 3
**Prerequisites:** JOURN 4200, JOURN 4204 and JOURN 4952

**JOURN 4218: MoJo Ad Staff**
(cross-leveled with JOURN 7218). Application of strategic communication skills in a professional services agency specializing in the youth and young adult segment. Positions include management, planning, creative media and research. Other electives required based on position. Application required. Graded on A-F basis only.

**Credit Hours:** 3
**Prerequisites:** Consent of Instructor

**JOURN 4220: Creative Portfolio**
(cross-leveled with JOURN 7220). Students will produce a free-standing collection of outstanding, polished creative work to demonstrate his/her ability to perform at a high level of creativity.

**Credit Hours:** 3
**Prerequisites:** JOURN 4208 or JOURN 4228. Restricted to Strategic Communication and Science and Agricultural Journalism students only

**JOURN 4224: Effective Job Search Strategies**
Are you getting ready to apply for a job or internship? A resume is a brief written account of personal, educational, and professional qualifications and experience that you prepare as part of your application materials for a prospective job. To ensure that your resume is read by the recipient, you will need a cover letter that markets your unique qualifications for the specified job description. In the current global economy, it is essential for job seekers to optimize their chances of being considered and hired for positions that are well-suited to their qualifications and interests. This course will help you effectively develop employment application materials for today’s job market by honing your resume writing skills, providing you with tools to create an impressive resume (or to improve the one you already have), and giving suggestions on developing an effective cover letter. You will study different types of resume and cover letter formats that can be applied to various prospective employment situations and your own personal career goals. You will undertake a critical assessment of the professional skills you already possess, brainstorm and apply the best ways to market these skills in your resume and cover letter, and enhance your application materials by using specific tips and techniques to make you more competitive for the job you seek. Special focus is placed on developing effective application correspondence, follow-up correspondence and interviewing techniques. Graded on A-F basis only.

**Credit Hours:** 3
**Prerequisites:** JOURN 4200, JOURN 4204, and JOURN 4952

**JOURN 4226: Strategic Design and Visuals I**
Course gives students a foundation in visual communication in areas such as typography, balance, eye flow and layouts.

**Credit Hours:** 3
**Prerequisites:** junior standing. Restricted to Strategic Communications students only

**JOURN 4226H: Strategic Design and Visuals I - Honors**
Course gives students a foundation in visual communication in areas such as typography, balance, eye flow and layouts.

**Credit Hours:** 3
**Prerequisites:** Restricted to Strategic Communication students only with junior standing or higher. Honors eligibility required

**JOURN 4228: Strategic Design and Visuals II**
(cross-leveled with JOURN 7228). Advanced course in strategic design and visuals. Persuasive visual principles applied to variety of integrated media including print, broadcast and on-line. Graded on A-F basis only.

**Credit Hours:** 3
**Prerequisites:** JOURN 4200, JOURN 4204 and JOURN 4952

**JOURN 4236: Psychology in Advertising**
(cross-leveled with JOURN 7236). Application of psychological principles, learning, perception, motivation, attitudes to advertising. Emphasis on the increasing use of psychographics (the "lifestyle" factor) to understand consumer wants and buying behavior.

**Credit Hours:** 3
**Prerequisites:** JOURN 4200, JOURN 4204, JOURN 4952

**JOURN 4242: Strategic Communication Leadership**
(cross-leveled with JOURN 7242). Strategic Communication Leadership is aimed at students who are eager to develop their skills and abilities in management and leadership with the likely outcome that they will be leaders in media organizations or as entrepreneurs. Rooted in principles of ethical persuasion and strategic communication, it will help develop individual skills and abilities and the mindset of helping others achieve their goals. Based on the experience and writings of CEO and world-renowned leader David Novak (Strategic Communication alumnus 1974), this is the one of three courses comprising the Leadership Interest Area in Strategic Communication. This course will call on students to commit to the process of their own growth and self-discovery and to help foster the growth and development of fellow learners. It will be an intensive experience and, with commitment to the program, will be immediately applicable to the students' current and future personal and professional lives. Graded on A-F basis only.

**Credit Hours:** 3
**Prerequisites:** JOURN 4200, JOURN 4204, JOURN 4952

**JOURN 4242W: Strategic Communication Leadership - Writing Intensive**
(cross-leveled with JOURN 7242). Strategic Communication Leadership is aimed at students who are eager to develop their skills and abilities in management and leadership with the likely outcome that they will be leaders in media organizations or as entrepreneurs. Rooted in principles of ethical persuasion and strategic communication, it will help develop individual skills and abilities and the mindset of helping others achieve their goals. Based on the experience and writings of CEO and world-renowned leader David Novak (Strategic Communication alumnus 1974), this is the one of three courses comprising the Leadership Interest Area
in Strategic Communication. This course will call on students to commit to the process of their own growth and self-discovery and to help foster the growth and development of fellow learners. It will be an intensive experience and, with commitment to the program, will be immediately applicable to the students’ current and future personal and professional lives. Graded on A-F basis only.

Credit Hours: 3  
Prerequisites: JOURN 4200, JOURN 4204, JOURN 4952

JOURN 4244: Creating Cultures Through Effective Strategic Communication and Leadership  
(cross-leveled with JOURN 7244). The course focuses on the role culture and communication play in organizational success, management, and leadership. Rooted in principles of ethical persuasion and strategic communication, it helps students develop individual skills and abilities and the mindset of helping others achieve their goals. The course is distinctly different from traditional organizational studies because of its focus on communication and marketing principles. It offers hands-on learning through the case method. Based on experience and writings of CEO and world-renowned leader David Novak (Strategic Communication alumnus 1974), this is one of three courses comprising the Leadership interest area in Strategic Communication. Graded on A-F basis only.

Credit Hours: 3  
Prerequisites: Restricted to Journalism majors only

JOURN 4248: Media Strategy and Planning  
(cross-leveled with JOURN 7248). Course deals with strategic planning and the selection and evaluation of appropriate media outlets. Students gain a clear understanding of the problems and issues involved in crafting effective media strategies, creative problem solving and selection of appropriate media.

Credit Hours: 3  
Prerequisites: JOURN 4200, JOURN 4204, JOURN 4952

JOURN 4250: Management of Strategic Communication  
(cross-leveled with JOURN 7250). How to lead and contribute to strategically sound, highly creative and seamlessly integrated strategic communication on the agency or client side of the business. Directly relevant to agency account management and account planning, as well as client career paths.

Credit Hours: 3  
Prerequisites: Consent of Instructor required

JOURN 4252: Branded Strategic Storytelling  
(cross-leveled with JOURN 7252). This course for Strategic Communication students integrates digital and content marketing planning and operational methodologies designed to deepen students’ knowledge of content creation, distribution strategies and audience engagement. Graded on A-F basis only.

Credit Hours: 3  
Prerequisites: JOURN 4200, JOURN 4204 and JOURN 4952

JOURN 4254: Tools, Techniques and Technology of Visual Storytelling  
(cross-leveled with JOURN 7254). In this course, students will learn how to professionally shoot and strategically edit video, visuals and textual content, strategize how to publish that content on owned media and social media platforms, utilize tools like GoPro and Drone technology, and even VR/AR and 360 attachments to make content that is more immersive, influential, impactful and persuasive. Graded on A-F basis only.

Credit Hours: 3  
Prerequisites: JOURN 4200, JOURN 4204, JOURN 4952

JOURN 4256: Public Relations  
Current methods of communicating with constituents as practiced by agencies, corporations and government/not-for profit organizations.

Credit Hours: 3  
Prerequisites: JOURN 4200, JOURN 4204, and JOURN 4952

JOURN 4256H: Public Relations  
Current methods of communicating with constituents as practiced by agencies, corporations and government/not-for profit organizations. Honors eligibility required

JOURN 4262: Digital Strategy I  
(cross-leveled with JOURN 7262). Course covers every step from integrating Internet efforts into the overall strategic communication plan to building a website that works. Designed for those with an interest in interactive advertising. Graded on A-F basis only.

Credit Hours: 3  
Prerequisites: JOURN 4200, JOURN 4204, and JOURN 4952

JOURN 4263: Digital Strategy II  
(cross-leveled with JOURN 7263). Course goes in-depth on top issues in the interactive process from video advertising to social networking sites and how to increase campaign performance with web analytics. Designed for those who want a career in interactive advertising. Graded on A-F basis only.

Credit Hours: 3  
Prerequisites: JOURN 4200, JOURN 4204, and JOURN 4952

JOURN 4268: Strategic Communication Practicum  
(cross-leveled with JOURN 7268). Practical experience in public relations, corporate communications and strategic planning with the Missouri School of Journalism serving as client. Students from all journalism disciplines will apply knowledge and skills on a variety of platforms.

Credit Hours: 3  
Prerequisites: JOURN 4200, JOURN 4204 and JOURN 4952

JOURN 4270: Public Relations Writing  
(cross-leveled with JOURN 7270). Develop skills and capabilities in strategic communication applications, including news releases, media advisories, pitch letters, video news releases, media relations techniques, writing for electronic and broadcast media, feature writing, brochures and speeches. Graded on A-F basis.

Credit Hours: 3  
Prerequisites: Consent of instructor
JOURN 4300: Broadcast News I
(cross-leveled with JOURN 7300) Beginning reporting and news writing for radio, television and their on-line services. Introduction to use of audio and video recorders and editing systems in production of news stories. Consideration of ethical issues, economic factors, relationships with news sources and gender and ethnic diversity in the newsroom and in news stories.
Credit Hours: 3
Prerequisites: Radio-Television Journalism Major Required

JOURN 4301: Topics in Journalism
Selected current topics in journalism. Specific topics to be announced at time of registration.
Credit Hour: 1-3
Prerequisites: Consent of instructor required

JOURN 4301W: Topics in Journalism - Writing Intensive
Selected current topics in journalism. Specific topics to be announced at time of registration.
Credit Hour: 1-3
Prerequisites: Consent of instructor required

JOURN 4306: Broadcast News II
Introduction to general assignment reporting skills for the newsroom environment. Instruction in time management, writing, storytelling and performance. Team skills and ethnic diversity in the newsroom are discussed. Students begin work for broadcast newsrooms.
Credit Hours: 3
Prerequisites: JOURN 4300

JOURN 4308: Broadcast News III
(cross-leveled with JOURN 7308). Intermediate reporting and news writing skills for radio and television. Advanced techniques in the use of video and sound in production of news stories.
Credit Hours: 3
Prerequisites: JOURN 4306

JOURN 4308W: Broadcast News III - Writing Intensive
Intermediate reporting and news writing skills for radio and television. Advanced techniques in the use of video and sound in production of news stories.
Credit Hours: 3
Prerequisites: JOURN 4306

JOURN 4310: News Producing
Credit Hour: 1-3
Prerequisites: JOURN 4308

JOURN 4320: Advanced Broadcast Reporting
(cross-leveled with JOURN 7320). In-depth reporting and editing for radio or television; advanced production techniques; emphasis on writing, interviewing, effective use of audio or videotape at KOMU-TV or KBIA.
Credit Hours: 3
Prerequisites: JOURN 4308

JOURN 4328: Advanced News Communication
(cross-leveled with JOURN 7328). This course will examine and practice the components of effective interviewing and on-set and live reporting for television news. Students will anchor KOMU-TV's morning newscasts.
Credit Hour: 1
Prerequisites: Restricted to Journalism and Science and Agricultural Journalism Majors only with Junior Standing or higher

JOURN 4330: From Murrow to Moore: What Good Journalists Read
Introduces undergraduates to seminal works in broadcast and print Journalism that influences contemporary professional practices. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: junior standing or instructor's consent. Restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 4340: Viewing Journalism Films: Images of the Reporter
(cross-leveled with JOURN 7340). The course will examine images of journalists in American films ranging from "Citizen Kane" to the present. Students will analyze award-winning movies that pose key questions about the professional responsibilities of journalists in all fields. Topics will include issues related to the practice of journalism as well as those triggered by the work of specific journalists, such as Woodward and Bernstein.
Credit Hours: 2
Prerequisites: Instructor's consent required

JOURN 4350: Problems in Journalism
Independent research arranged with individual faculty member. Contract must be approved by instructor and dean. Not accepted as a substitute for any regularly scheduled course. Some sections of the course may be offered on either A-F graded or S/U graded basis only.
Credit Hour: 1-3
Prerequisites: Consent of instructor required

JOURN 4350W: Problems in Journalism - Writing Intensive
Independent research arranged with individual faculty member. Contract must be approved by instructor and dean. Not accepted as a substitute for any regularly scheduled course. Some sections of the course may be offered on either A-F graded or S/U graded basis only.
Credit Hour: 1-3
Prerequisites: Consent of instructor required

JOURN 4360: Fundamentals of Design
(cross-leveled with JOURN 7360). This is a beginning course in editorial design. We will study design history and learn basic design principles and concepts in both print and digital platforms. You will be introduced to...
software programs such as InDesign, Photoshop and Illustrator, as well as basic HTML coding.

Credit Hours: 2
Prerequisites: Consent of instructor required
Recommended: JOURN 2100 or JOURN 2150

JOURN 4370: Film Studies: The Intersections of Documentary Film and Journalism
(same as FILM_S 4370; cross-leveled with FILM_S 7370, JOURN 7370). The popularity of documentary film in the past ten years has skyrocketed, and recent award-winning documentaries such as Inside Job (2010), Blackfish (2013), and The Invisible War (2012) are simultaneously entertaining audiences and investigating serious issues like the financial collapse, killer whale captivity, and sex crimes in the military--issues that in the past might have been covered exclusively by investigative journalism. What explains the public’s growing fascination with documentary? How is documentary film reacting to recent transformations in the media landscape? Is it filling a critical need that journalism is no longer willing or able to meet? This course will explore the intersection of these two nonfiction storytelling forms - documentary film and journalism - and examine the role played by advocacy in both modes, as well as the cultural and ethical implications of the convergence between journalism and documentary film. In that it is centered on contemporary documentary film culture, the course also takes advantage of the True/False Film Festival, and will be host to a conference during Week 6, featuring a number of major visiting filmmakers and film critics. Attendance at some sessions is required. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required

JOURN 4370W: Film Studies: The Intersections of Documentary Film and Journalism - Writing Intensive
(same as FILM_S 4370; cross-leveled with FILM_S 7370, JOURN 7370). The popularity of documentary film in the past ten years has skyrocketed, and recent award-winning documentaries such as Inside Job (2010), Blackfish (2013), and The Invisible War (2012) are simultaneously entertaining audiences and investigating serious issues like the financial collapse, killer whale captivity, and sex crimes in the military--issues that in the past might have been covered exclusively by investigative journalism. What explains the public’s growing fascination with documentary? How is documentary film reacting to recent transformations in the media landscape? Is it filling a critical need that journalism is no longer willing or able to meet? This course will explore the intersection of these two nonfiction storytelling forms - documentary film and journalism - and examine the role played by advocacy in both modes, as well as the cultural and ethical implications of the convergence between journalism and documentary film. In that it is centered on contemporary documentary film culture, the course also takes advantage of the True/False Film Festival, and will be host to a conference during Week 6, featuring a number of major visiting filmmakers and film critics. Attendance at some sessions is required. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required

JOURN 4371: Documentary Theory
(cross-leveled with JOURN 7371). Documentary and other long-form storytelling methods involve a complex series of decisions made in the creation of the work that determines its style, length, direction, point of view and more. These and a thousand other editing decisions are the difference between a successful project that touches its audience and one that falls short. The focus of this course is on the craft of editing, as seen in a variety of documentary and other works and explained through the decisions made in and out of the editing room that lead to the final product. The course will introduce important concepts of editing, the work of significant editors in both documentary and narrative fiction films, and seek to apply those techniques to the conceptualization of documentary work students will do as part of their degree. Students will understand the history of documentary editing as it evolved on its own and as influenced by narrative fiction films, the language of editing, the work of important editors and directors and how it influences today’s aesthetic and how to apply what they have learned to their own documentary projects at an advanced level. Graded on A-F basis only.

Credit Hours: 2
Prerequisites: JOURN 4371

JOURN 4372: Documentary Reporting
(cross-leveled with JOURN 7372). Students will learn elementary documentary reporting techniques by producing video and audio content in small group and individual projects. The course focuses on collection of content in the field, interviewing, research, story construction, editing and presentation. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Instructor consent

JOURN 4373: Documentary Development
(cross-leveled with JOURN 7373). This course will concern itself primarily with the formation of projects: from theories behind different kinds of documentaries, through real-world investigations and research into possible projects, into the pitching and writing stage and lastly to the final idea that will be the basis of students’ senior films. The ability to properly think of, clearly articulate, pitch and hone a project idea often makes the difference between a successful and unsuccessful final film. Still these ideas don’t materialize out of thin air; inspiration for great documentaries can come from many places. Understanding how to seize viable project ideas is a crucial skill for a documentary filmmaker. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4371

JOURN 4375: Documentary Business and the Public Sphere
(cross-leveled with JOURN 7375). Whether it be through contract employment, freelancing, or independent production, creating documentaries requires a knowledge of professional and business practices that differ from many other parts of journalism. The course will introduce important concepts related to the development and production of documentary work, as well as the public distribution of that work. Students will research the industry and develop skills to manage business and professional relationships with the documentary world. Students will build and maintain personal branding materials. Graded on A-F basis only.

Credit Hours: 2
Prerequisites: JOURN 4564

JOURN 4377: Documentary Senior Project
Students in this course will begin work on a yearlong documentary project to be the capstone of their work in the documentary journalism program. This course will concentrate on the research, reporting and field
acquisition work for the senior documentary project. Students will show and discuss their work in group settings to share progress and report results. Each will also meet individually with the instructor to fine tune the direction and content of the project. Graded on A-F basis only.

Credit Hours: 2
Prerequisites: JOURN 4375

JOURN 4379W: Documentary Senior Capstone - Writing Intensive
Focus on the completion of a long-form documentary work and its place in current documentary programming. Students will apply knowledge from previous documentary courses in this capstone experience through writing, in-class presentations and their finished work.

Credit Hours: 3
Prerequisites: JOURN 4377

JOURN 4400: Introduction to News Editing
(cross-leveled with JOURN 7400). Introduces the fundamentals of editing stories and writing headlines for publication online and in print, including an emphasis on style and grammar. Emphasized editing for an online audience.

Credit Hours: 1-2
Prerequisites: Consent of instructor required
Recommended: JOURN 4450 or JOURN 4804

JOURN 4406: Digital News Editing
(cross-leveled with JOURN 7406). Real-world experience in digital editing and news decision-making coupled with newspaper production; emphasis on editing and headline writing across platforms, design for home page and mobile, social media, ethics and fundamentals of grammar. Lab work is hands-on experience at columbiamissourian.com and the Missourian newspaper.

Credit Hours: 3
Prerequisites: restricted to Journalism and Science and Agricultural Journalism Majors only

JOURN 4408: Magazine Editing
(cross-leveled with JOURN 7408). Lectures provide an introduction to the magazine industry, including types of publications, roles of an editor and skills needed for today's magazine editor. Labs focus heavily on sentence structure, grammar, syntax, usage, punctuation and style.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450 or JOURN 4804

JOURN 4410W: Intermediate Writing - Writing Intensive
(cross-leveled with JOURN 7410). In-depth reporting, research, and writing techniques with a magazine focus. Students produce articles for Vox, the Missourian and other magazines, publications or digital outlets.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450 or JOURN 4804

JOURN 4414: Field Reporting on the Food System and Environment
(same as SCI_AG_J 4414). Field reporting on the social, political, scientific, economic and ethical dimensions of the food system and environment, with emphasis on explanatory story-telling. Includes multi-day field trip. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required

JOURN 4415: Current Issues in Science Journalism
(same as SCI_AG_J 4415). Focuses on covering the interplay of one or more current issues of concern to journalists, scientists and society. The focus for any given semester may be biotechnology, climate change, energy, food safety, global population growth, wildlife or another issue. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 2100 or instructor's consent

JOURN 4416: Science, Health and Environmental Writing
(cross-leveled with JOURN 7416). In this course students learn how to cover science, health and environmental topics by reporting and writing several stories for publication. Students can develop a marketable specialty or cover these angles in any beat. This course can serve as a substitute for JOURN 4410 Intermediate Writing.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 4804

JOURN 4416W: Science, Health and Environmental Writing - Writing Intensive
(cross-leveled with JOURN 7416). In this course students learn how to cover science, health and environmental topics by reporting and writing several stories for publication. Students can develop a marketable specialty or cover these angles in any beat. This course can serve as a substitute for JOURN 4410 Intermediate Writing.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 4804

JOURN 4418: Critical Reviewing
(cross-leveled with JOURN 7418). This course seeks to enrich students' understanding of the arts; support their attendance of concerts, plays, films, and exhibitions; sharpen their skills in critical thinking; and encourage the publication of their reviews in Vox as well as other outlets. Students will analyze the works of critics, gain a general appreciation of the ways to approach each art, and write reviews.

Credit Hours: 3
Prerequisites: JOURN __0900 or JOURN 2100. Restricted to Journalism and Science and Agricultural Journalism majors only
JOURN 4418W: Critical Reviewing - Writing Intensive
(cross-leveled with JOURN 7418). This course seeks to enrich students' understanding of the arts; support their attendance of concerts, plays, films, and exhibitions; sharpen their skills in critical thinking; and encourage the publication of their reviews in Vox as well as other outlets. Students will analyze the works of critics, gain a general appreciation of the ways to approach each art, and write reviews.

Credit Hours: 3
Prerequisites: JOURN _0900 or JOURN 2100. Restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 4420: Editorial Writing

Credit Hours: 3
Prerequisites: JOURN 4450. Restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 4422: Sports Journalism
(cross-leveled with JOURN7422). A review of everything from "how to watch Sports" to the history of sports writing. Contact instructor for consent on this course. Priority will be given to Sports Journalism students. All other consent will be given on a first-come, first-serve basis as space allows. Course graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450/JOURN 7450 or JOURN 4804/JOURN 7804 or JOURN 4306/JOURN 7306 or JOURN 4560/JOURN 7560.
Priority will be given to Sports Journalism students. All other consent will be given on a first-come, first-serve basis as space allows

JOURN 4424: Covering Traumatic Events
(cross-leveled with JOURN 7424). This course will prepare reporters and future newsroom managers across platforms for the ethical, practical and emotional challenges of reporting accurately and sensitively on traumatic events. It will give students a deeper understanding of the psychological impact of such events, including natural and man-made disasters, violent crime, accidents, terrorism and war. The course will explore how news coverage affects individuals and communities, and the psychological challenges and ethical hazards for the journalists who cover these events, with a focus on best newsroom practices for managing fast-breaking news stories and mitigating the effects on communities and staffs. The course will also explore the challenges of technology in the context of traumatic events and how social media have affected coverage of and response to crime, war and disasters. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 7450; JOURN 4804 or JOURN 7804; or JOURN 4560 or JOURN 7560

JOURN 4426: Religion Reporting and Writing
(same as REL_ST 4418). Advanced seminar in religion reporting and writing. Examines the role of religion journalism in faith, public life and culture.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 4804

JOURN 4428: Health Reporting Skills
This course focuses on research and analysis techniques journalists use to understand and report on health policy, health-care quality, medical research and the business of health care. Graded on A-F basis only.

Credit Hour: 2-3
Prerequisites: Consent of Instructor required. Recommended JOURN 4450 or JOURN 4306 or JOURN 4804

JOURN 4430: Computer-Assisted Reporting
(cross-leveled with JOURN 7430). How to negotiate for, transfer and process electronic information; the unique opportunities computers provide for analyzing information.

Credit Hours: 3
Prerequisites: Students must have completed JOURN 4306 or 4450 or 4804

JOURN 4432: Advanced Data Journalism
(cross-leveled with JOURN 7432). Teaches students how to creatively solve problems in journalism using computer programming. Students will learn how to code using the Python language, and how to apply those coding skills to perform real-world tasks. Students will learn the concepts, theory and practical programming skills needed to clean data, scrape web sites and turn databases into interactive online experiences. By the end of the semester, students will have learned the skills to create interactive database presentations, and will have created a functional web app that will serve as a portfolio piece. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4430
Recommended: JOURN 4502

JOURN 4434: The Art and Mechanics of the Business Story
The purpose of this course is to give students a deep understanding of business journalism and for them to apply those skills in a real newsroom, Missouri Business Alert. The class will cover everything from audience to financials, and students will leave the class with several work samples to show potential employers.

Credit Hours: 3
Prerequisites: Journalism and Science and Agricultural Journalism majors only; JOURN 4450 or JOURN 7450, or JOURN 4306 or JOURN 7306, or JOURN 4560 or JOURN 7560, or JOURN 4804 or JOURN 7804, or JOURN 4556 or JOURN 7556

JOURN 4436: Investigative Reporting
Advanced course designed to acquaint reporters with public issues. Students write two in-depth projects and other shorter assignments. Students meet weekly with instructor for editorial suggestions.

Credit Hours: 3
Prerequisites: Consent of instructor required

JOURN 4438: Business, Financial and Economic Journalism
(cross-leveled with JOURN 7438). Understanding the news from the business sector and nation's economy for journalists and public relations students. Including financial filings, equity markets, local business, economic indicators, job creation, business data, sports business and what makes business/economic news different from other journalism.
Includes tour of business journalism outlets and markets in New York. Open to all journalism school emphasis areas.

**Credit Hours:** 3
**Prerequisites:** Restricted to Journalism and Agricultural Journalism majors

**JOURN 4439: Advanced Business Journalism**
(cross-leveled with JOURN 7439). This class requires students to write business stories every week and to attain a high level of financial literacy in the process. The class will cover topics behind the headlines, showing students how to spot economic trends, the stories behind the economy’s main actors, and the keys to spotting a troubled business. By the end of the class, all students will be certified users of the Bloomberg Terminal. To take this course, students must enroll in one of the two attached accounting classes (grad or undergrad). Both are offered online.

Prerequisites: Students must have taken or take concurrently with this course: ACCTCY 2010 or ACCTCY 7310 Accounting for Managers.

**Credit Hour:** 1-3

**JOURN 4444: Team-Based Mobile Device Application Development**
(same as INFOTC 4500). This is a multi-disciplinary, team-based course on developing applications for mobile devices. Teams will be comprised of students who are software developers and students who are designers. Graded on A-F basis only.

**Credit Hours:** 3
**Prerequisites:** JOURN 4804 or JOURN 4204 or JOURN 4306 or JOURN 4450

**JOURN 4450: News Reporting**
Assignments on a daily city newspaper covering community news, city, county and state affairs, sports and lifestyle issues. Experience in gathering and writing news, writing under deadline conditions.

**Credit Hours:** 3
**Prerequisites:** JOURN 2100

**JOURN 4450W: News Reporting - Writing Intensive**
Assignments on a daily city newspaper covering community news, city, county and state affairs, sports and lifestyle issues. Experience in gathering and writing news, writing under deadline conditions.

**Credit Hours:** 3
**Prerequisites:** JOURN 2100

**JOURN 4460: Advanced News Reporting**
(cross-leveled with JOURN 7460). Assignments to more difficult beat areas, team reporting and some investigative reporting for community newspaper. Individual conferences and weekly class sessions on contemporary reporting problems.

**Credit Hours:** 3
**Prerequisites:** JOURN 4450

**JOURN 4462: Emerging Technologies in Journalism**
This course quickly responds to technology developments in journalism through a combination of theory, practice and research. Students learn to use the developing technology and also strategies to manage its impact on media organizations while expanding academic discourse. May be repeated for credit. Graded on A-F basis only.

**Credit Hour:** 1-3
**Prerequisites:** Junior standing; restricted to Journalism and Science and Agricultural Journalism students only

**JOURN 4464: Magazines Across Platforms**
(cross-leveled with JOURN 7464). As digital editors for Vox Magazine, students manage and create content for Vox’s digital platforms, including its WordPress website, blog, social media accounts and award-winning iPad app. Students also work with analytics, engagement and multimedia. Graded on A-F basis only.

**Credit Hours:** 3
**Prerequisites:** Consent of instructor required
**Recommended:** JOURN 4450 or JOURN 4804

**JOURN 4480: Will Write for Food (and Wine)**
(same as SCI_AG_J 4480; cross-leveled with JOURN 7480). Course focuses on food and wine writing in current U.S. culture. Come ready to create mouthwatering narrative and actively seek publishing your finished work. An emphasis will be placed on class participation and written critiques of peer-reviewed articles in class. This course can serve as a substitute for JOURN 4410 Intermediate Writing. Graded on A-F basis only.

**Credit Hours:** 3
**Prerequisites:** Consent of instructor required
**Recommended:** JOURN 4450 or JOURN 4804

**JOURN 4480W: Will Write for Food (and Wine) - Writing Intensive**
(same as SCI_AG_J 4480; cross-leveled with JOURN 7480). Course focuses on food and wine writing in current U.S. culture. Come ready to create mouthwatering narrative and actively seek publishing your finished work. An emphasis will be placed on class participation and written critiques of peer-reviewed articles in class. This course can serve as a substitute for JOURN 4410 Intermediate Writing. Graded on A-F basis only.

**Credit Hours:** 3
**Prerequisites:** Consent of instructor required
**Recommended:** JOURN 4450 or JOURN 4804

**JOURN 4482: Field Reporting: Wine Country Writing**
(same as SCI_AG_J 4482). Students will examine wine culture, agricultural issues in the vineyard, wine trends, the historical context of wine and Missouri settlement, and more. Come ready to shape articles into sharp focus and make them fresh with input from fellow student critiques. Graded on A-F basis only. Prerequisites: JOURN 2100

**Credit Hours:** 3
JOURN 4482W: Field Reporting: Wine Country Writing - Writing Intensive
(same as SCI, AG, J 4482). Students will examine wine culture, agricultural issues in the vineyard, wine trends, the historical context of wine and Missouri settlement, and more. Come ready to shape articles into sharp focus and make them fresh with input from fellow student critiques. Graded on A-F basis only. Prerequisites: JOURN 2100
Credit Hours: 3

JOURN 4500: Publication Design
(cross-leveled with JOURN 7500). Intermediate design techniques and theories of editorial design. Students apply classroom teachings by designing pages for the Columbia Missourian and Vox Magazine. Students work under deadline and learn attention-to-detail through use and execution of design style guides.
Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4360

JOURN 4502: Multimedia Planning and Design
Class covers the basics of web design - Storyboarding, navigation, information architecture, reader behavior, usability studies - as they relate to journalistic stories and persuasive messages.
Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: Completion of one of the following--JOURN 4804 or JOURN 4406 or JOURN 4506 or JOURN 4204 or JOURN 4306 or OURN 4450 or JOURN 4560

JOURN 4506: Magazine Design
Introduction to typography of magazines from manuscript markup through layout to page proof. Extensions and limitations of typography are considered in light of current practice and economic possibilities.
Credit Hours: 3
Prerequisites: Restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 4508: Information Graphics
Work as a news artist for a daily city newspaper graphically covering community news, sports and lifestyle issues. Emphasis on visual thinking and effective presentation. Experience with state-of-the-art software.
Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 4804

JOURN 4510: Visual Communication
How to communicate through pictures. Topics: visual perception, vocabulary, the role of words, picture editing, design and layout, printers, taste and judgment, camera mechanics. For journalism students who are not photographers.
Credit Hours: 3
Prerequisites: Restricted to Journalism and Science and Agricultural Journalism majors only with Junior standing

JOURN 4550: Basic Photography and Photo Editing
A basic survey for non-photojournalism majors and others with no prior experience who desire a working knowledge of photojournalistic theory and practice.
Credit Hours: 3
Prerequisites: instructor's consent. Restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 4554: Visual Editing for Multimedia
This class develops understanding of multimedia storytelling by focusing on editing, production, and business model practices for online visual journalism. It builds on a foundation of digital editing, photojournalism, photo editing, videography, and multimedia production. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: JOURN 4804 or JOURN 4550 or JOURN 4306 or JOURN 4406 or JOURN 4506 and instructor's consent; restricted to Journalism and Science and Agricultural Journalism students only

JOURN 4556: Fundamentals of Photojournalism
A rigorous skills course for advanced students preparing for a career in photojournalism consisting of weekly exercises in black and white and color photographic story telling and lectures that explore the philosophical, historical and ethical roots of the profession.
Credit Hours: 3
Prerequisites: instructor's consent

JOURN 4556W: Fundamentals of Photojournalism - Writing Intensive
A rigorous skills course for advanced students preparing for a career in photojournalism consisting of weekly exercises in black and white and color photographic story telling and lectures that explore the philosophical, historical and ethical roots of the profession.
Credit Hours: 3
Prerequisites: instructor's consent

JOURN 4558: Advanced Techniques in Photojournalism
Credit Hours: 3
Prerequisites: JOURN 4556

JOURN 4560: Staff Photojournalism
(cross-leveled with JOURN 7560). A laboratory course exploring the photojournalist's role in the news-gathering process. As staffers for the Columbia Missourian, students cover news, sports, features, food assignments and originate single pictures and stories.
Credit Hours: 3
Prerequisites: Consent of Instructor Required
Recommended: JOURN 4558
JOURN 4562: Photojournalism Business Practices
Discusses legal, financial, organizational and entrepreneurial issues for photojournalists. Graded on A-F basis only.

Credit Hours: 2
Prerequisites: JOURN 4558 or JOURN 7558 and JOURN 4566 or JOURN 7566 or consent of instructor; junior standing; restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 4564: Micro-Documentary Photojournalism and Videography
This course extends student's understanding and abilities to produce short-form video journalism. They will produce, from concepts to web publication, two five-minute non-fiction videos that serves the public through engaging visual sound techniques and compelling narrative. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4558 or JOURN 4306 or JOURN 4804

JOURN 4566: Electronic Photojournalism
Concepts and skills to incorporate photographs, audio and video for interactive presentation, with an emphasis on project design and coding for web and mobile devices. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4556 and instructor's consent

JOURN 4568: History of Photojournalism
Examination of the aesthetic and technological development of photography from its invention in 1839 to the present. Primary emphasis on the evolution and impact of the picture press and the documentary tradition in America, although international developments are studied as well.

Credit Hours: 3
Prerequisites: Journalism and Science and Agricultural Journalism majors only with Junior standing

JOURN 4568W: History of Photojournalism - Writing Intensive
Examination of the aesthetic and technological development of photography from its invention in 1839 to the present. Primary emphasis on the evolution and impact of the picture press and the documentary tradition in America, although international developments are studied as well.

Credit Hours: 3
Prerequisites: Journalism and Science and Agricultural Journalism majors only with Junior standing

JOURN 4560: The Community Newspaper
The role of the newspaper in the community. Handling of news categories especially applicable to smaller newspaper. Field trips giving students experience in publishing newspapers in the state.

Credit Hours: 3
Prerequisites: JOURN 2100. Restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 4562: International News Media Systems
A comparative survey of current news media systems and how they affect the international flow of information. Newspapers, news agencies, broadcasting and satellite networks of the world are analyzed.

Credit Hours: 3
Prerequisites: junior standing in Journalism or Science and Agricultural Journalism

JOURN 4568: International Journalism
An examination of the gathering, editing and dissemination of international news. The impact of social, economic, cultural and political structures on news media performance is evaluated.

Credit Hours: 3
Prerequisites: junior standing. Restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 4660: Media Forces Shaping the European Union
Seminar analyzes the role of media in shaping policies and actions of the European Union member nations and their people. Open to graduate students regardless of major and to undergraduates with instructor's consent. Course qualifies for EU Certificate Program.

Credit Hours: 3
Prerequisites: Restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 4662: Global News Across Platforms
(cross-leveled with JOURN 7662). Online, radio, and print production for a converged media enterprise, Global Journalist. Students report, write, plan, edit, design, and produce a video and radio program and website on international news while working under weekly deadlines.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 4804 or JOURN 4300 or JOURN 4372 or JOURN 4564

JOURN 4700: Participatory Journalism
(cross-leveled with JOURN 7700). An examination of how information is shared outside professional journalism, and how journalists can interact with communities. Topics will include community collaboration, social media, audience outreach and understanding, and an expanding definition of "news". Students will work with the community on behalf of the Missourian. All interest areas welcome.

Credit Hour: 1-3
Prerequisites: JOURN 4450 or JOURN 4804 or JOURN 4306 or JOURN 4206 or JOURN 4560

JOURN 4706: The Community Newspaper
The role of the newspaper in the community. Handling of news categories especially applicable to smaller newspaper. Field trips giving students experience in publishing newspapers in the state.

Credit Hours: 3
Prerequisites: JOURN 2100. Restricted to Journalism and Science and Agricultural Journalism majors only
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
<th>Prerequisites</th>
<th>Credit Hours</th>
<th>Corequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOURN 4710: Newspaper Management</td>
<td>Department-by-department organization, business practices, personnel, rate structures, equipment, production, laws and regulations of concern to newspaper management. Cases examine critical newspaper management issues.</td>
<td></td>
<td>Journalism and Science and Agricultural Journalism majors with Junior standing</td>
<td>3</td>
<td>instructor's consent</td>
</tr>
<tr>
<td>JOURN 4716: Women and the Media</td>
<td>(same as WGST 4716; cross-leveled with JOURN 7716, WGST 7716). Focus on portrayal of women in American mass media. Other goals: historical perspective on women as journalists; exposure to issues usually not covered by mass media; research and writing skills. Enrollment limited to Journalism and Science and Agricultural Journalism majors only with junior standing required.</td>
<td></td>
<td></td>
<td>3</td>
<td>instructor's consent</td>
</tr>
<tr>
<td>JOURN 4718: Law and the Justice System</td>
<td>(cross-leveled with JOURN 7718). Lectures, readings, discussions, writing assignments relating to justice system reporting from the view of attorneys, prosecutors, judges, correction and probation officers with the cooperation of the Missouri Bar.</td>
<td></td>
<td></td>
<td>3</td>
<td>Consent of instructor required</td>
</tr>
<tr>
<td>JOURN 4734: Journalism and Chaos: How to Understand and Cover 21st Century Business Models</td>
<td>The purpose of this class is to explore alternative business/journalism models that can be grown from the rib of the traditional newsroom. Graded on A-F basis only.</td>
<td></td>
<td>Journalism and Science and Agricultural Journalism students only</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>JOURN 4736: Changing Media Business Models</td>
<td>Analysis of the economic changes in news media industry. Explore concepts and theories of monetizing media. Hands-on experience in creating innovations in media business models.</td>
<td></td>
<td>Restricted to Journalism and Science and Agricultural Journalism majors only</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>JOURN 4738: Language, Thought and Journalism</td>
<td>This online course helps you, as S.I. Hayakawa wrote, &quot;to think more clearly, to speak and to write more effectively, and to listen and to read with greater understanding.&quot; It explores the biases and limitations of language, culture, technology and other factors as applied to the practice of journalism and mass communications.</td>
<td></td>
<td>Restricted to Journalism and Science and Agricultural Journalism majors only</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>JOURN 4804: Convergence Reporting</td>
<td>(cross-leveled with JOURN 7804). Practice and theory of reporting for converged media. Students produce multimedia reports for traditional and converged media operations. Graded on A-F basis only.</td>
<td></td>
<td>Restricted to Convergence, Print and Digital, Photojournalism, and Magazine students, and Science and Agricultural Journalism students</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>JOURN 4804W: Convergence Reporting - Writing Intensive</td>
<td>(cross-leveled with JOURN 7804). Practice and theory of reporting for converged media. Students produce multimedia reports for traditional and converged media operations. Graded on A-F basis only.</td>
<td></td>
<td>Restricted to Convergence, Print and Digital, Photojournalism, and Magazine students, and Science and Agricultural Journalism students</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>JOURN 4806: Convergence Editing and Producing</td>
<td>(cross-leveled with JOURN 7806). Practice and theory of editing and producing material for publication or broadcast in a converged environment. Students produce media for multiple outlets. Graded on A-F basis only.</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>JOURN 4810: National News Writing and Production</td>
<td>(cross-leveled with JOURN 7810). Learn updated storytelling and video-production techniques on-site at Newsy, a next generation news network. You will work weekly shifts throughout the semester, culminating in the production of your own portfolio and mock interviews with hiring managers. Graded on A-F basis only.</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>JOURN 4812: Online Audience Development</td>
<td>(cross-leveled with JOURN 7812). You're already using social media every day - but are you using it in the most effective way possible? In Online Audience Development students will explore, envision and evaluate the possibilities of social media integration in news production workflows. We'll experiment with emerging social platforms to see how they might fit in a newsroom's social media and branding playbook. You will also exercise, develop and improve on all the journalism skills practiced in previous classes: researching, reporting, editing, producing, proofreading, photo editing and design. The big difference? This time you'll be reporting on our newsrooms in order to help create deeper connections with the audience. Graded on A/F basis only.</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>JOURN 4814: Multimedia Sports Journalism</td>
<td>(cross-leveled with JOURN 7814). Assignments on a daily regional website and radio station covering sports with converged media.</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>
Experience in reporting game and feature stories under deadline conditions. Graded on A-F basis only.

**JOURN 4940: Internship in Journalism**
Credit for approved employment in journalism. Specifications for this course appear in the Undergraduate Catalog. Graded on S/U basis only.

**Credit Hours:** 1-6  
**Prerequisites:** Consent from internship coordinator required

**JOURN 4950: Understanding Audiences**
Focuses on the recipients of journalistic efforts by teaching students to identify, analyze and address media audiences. Students will learn a variety of research methods and gain hands-on experience with audience analysis through team-based practical projects.

**Credit Hours:** 3  
**Prerequisites:** JOURN 2000 and junior standing. Strategic Communication students may not enroll in this entry level research course

**JOURN 4952: Strategic Communication Research I**
(cross-leveled with JOURN 7952). Introduction to techniques and practice of strategic communication research. Emphasis on research techniques and use of research results, including consumer analysis, attitude measurement and evaluation of externally supplied research.

**Credit Hours:** 3  
**Prerequisites:** Restricted to Strategic Communication and Science and Agricultural Journalism Majors

**JOURN 4970: Strategic Campaigns**
(cross-leveled with JOURN 7970). This capstone course, gives students a hands-on opportunity to use their skills and apply strategic communication learning to a real client situation. To be taken final semester. Application required for Mojo Ad section and will include additional leadership responsibilities.

**Credit Hours:** 3  
**Prerequisites:** Consent of Instructor required

**JOURN 4970W: Strategic Campaigns - Writing Intensive**
(cross-leveled with JOURN 7970). This capstone course, gives students a hands-on opportunity to use their skills and apply strategic communication learning to a real client situation. To be taken final semester. Application required for Mojo Ad section and will include additional leadership responsibilities.

**Credit Hours:** 3  
**Prerequisites:** Consent of Instructor required

**JOURN 4972: Photo and Visual Editing**
An advanced visual editing course. Primary work is as a photo/multimedia editor on the Columbia Missourian photo desk. You collaborate on daily and semester projects and are assigned specific leadership roles.

**Credit Hours:** 3  
**Prerequisites:** JOURN 4408 or JOURN 4204 or JOURN 4500 or JOURN 4560

**JOURN 4974: Advanced Internet Applications for Radio/TV News**
Integration of advanced Internet research and publishing skills with production and management of the KOMU-TV/KBIA Radio World Wide Web news service.

**Credit Hours:** 3  
**Prerequisites:** JOURN 4306

**JOURN 4976: Seminar in Radio/TV News**
Seminar in network and local news process, in coverage of major issues and social problems, in relationships of radio-TV news and government institutions.

**Credit Hours:** 3  
**Prerequisites:** Consent of instructor required

**JOURN 4978: Media Management and Leadership**
Dramatic changes in technology and the media's role in converging technologies require new management and leadership techniques and paradigms. Students will write case examining these changes.

**Credit Hours:** 3  
**Prerequisites:** JOURN 4306 or JOURN 4804. Restricted to Journalism and Science and Agricultural Journalism majors only

**JOURN 4980: The Picture Story and Photographic Essay**
Production of photo stories/essays for newspapers, magazines and news media presentations. Research, photography, design and layout. Final portfolio will show journalistic strength and versatility in black and white, and color.

**Credit Hours:** 3  
**Prerequisites:** JOURN 4560

**JOURN 4984: Magazine Staff**
(cross-leveled with JOURN 7984). This course provides hands-on experience serving as an editor on a magazine staff. Students are department editors for Vox Magazine and learn how to take a story from an idea through story creation and production and to the printed page, as well as best practices for executing that idea across multiple platforms. Students learn about pitching, working with writers, designers and photographers, editing for content and style, successful story packaging and team collaboration.

**Credit Hours:** 3  
**Prerequisites:** Consent of instructor required  
**Recommended:** JOURN 4408 and JOURN 4410 or JOURN 4412 or JOURN 4416 or JOURN 4480

**JOURN 4986: The Picture Story and Photographic Essay**
Production of photo stories/essays for newspapers, magazines and news media presentations. Research, photography, design and layout. Final portfolio will show journalistic strength and versatility in black and white, and color.

**Credit Hours:** 3  
**Prerequisites:** JOURN 4560

**JOURN 4986: Advanced Writing**
An advanced visual editing course. Primary work is as a photo/multimedia editor on the Columbia Missourian photo desk. You collaborate on daily and semester projects and are assigned specific leadership roles.

**Credit Hours:** 3  
**Prerequisites:** Consent of instructor required  
**Recommended:** JOURN 4410 or JOURN 4412 or JOURN 4416 or JOURN 4480
JOURN 4986W: Advanced Writing - Writing Intensive
(cross-leveled with JOURN 7986). This course builds on the in-depth, reporting, research, and writing techniques of Intermediate Writing and other writing and reporting classes. It is designed for those who wish to pursue writing as a career. Students complete writing assignments and analyze the work of well-known magazine and book authors.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4410 or JOURN 4412 or JOURN 4416 or JOURN 4480

JOURN 4988: Advanced Publication Design
(cross-leveled with JOURN 7988). Project-based capstone in which skills learned in previous courses are applied to professional-level design challenges, such as feature, cover or iPad designs; multimedia prototypes; special editions; or other applications for Vox Magazine, Columbia Missourian, or other outlets.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4500

JOURN 4988W: Advanced Publication Design
(cross-leveled with JOURN 7988). Project-based capstone in which skills learned in previous courses are applied to professional-level design challenges, such as feature, cover or iPad designs; multimedia prototypes; special editions; or other applications for Vox Magazine, Columbia Missourian, or other outlets.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4500

JOURN 4990: Journalism and Democracy
This course seeks to cultivate critical-thinking skills by helping students synthesize and apply knowledge gained from a journalism education to the evaluation of news media performance in a democratic society.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450

JOURN 4990W: Journalism and Democracy - Writing Intensive
This course seeks to cultivate critical-thinking skills by helping students synthesize and apply knowledge gained from a journalism education to the evaluation of news media performance in a democratic society.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450

JOURN 4992: Innovation and Audience Outreach in Converged Media
(cross-leveled with JOURN 7992). Capstone course brings together the reporting, editing, audience focus, management and marketing skills gained in previous journalism courses. Students evaluate audiences and sustainability for journalistic content, applications, products and experiences and plan, produce and promote internal and external projects. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4992W

JOURN 4992W: Innovation and Audience Outreach in Converged Media - Writing Intensive
(cross-leveled with JOURN 7992). Capstone course brings together the reporting, editing, audience focus, management and marketing skills gained in previous journalism courses. Students evaluate audiences and sustainability for journalistic content, applications, products and experiences and plan, produce and promote internal and external projects. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required

JOURN 4994: Magazine Publishing
(cross-leveled with JOURN 7994). This capstone experience explores key components and recent trends in the magazine industry. The primary focus is creating a magazine prototype that includes conceptualizing ideas and editorial for new titles, as well as business plans for advertising, circulation, finance and production. The course follows a nuts and bolts, learn-by-doing approach to how these components work together and influence one another. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4408 and either JOURN 4410 or equivalent, or JOURN 4360 or 4500. Restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 7000: Communications Law
Legal concepts, including prior restraint, libel, privacy, obscenity, contempt and access as they relate to print, broadcast, advertising and other areas.

Credit Hours: 3

JOURN 7050: Communications Practice
Special instruction in the school's media as an extension of existing advanced media courses, or, in advertising, an extension of advertising creative courses. Contract must be approved by instructor and dean. Some sections of the course may be offered on either A-F or S/U graded basis only.

Credit Hours: 1-3
Prerequisites: Study Abroad sections require consent by International Program. Obtain consent in 76 Gannett

JOURN 7122: Fundamentals of Data Reporting
(cross-leveled with JOURN 4122). Explores the importance to journalists of mining public records and data; reviews basic newsroom mathematics; teaches basic techniques for using Microsoft Excel to create and manipulate spreadsheets and to produce graphics. Graded on A-F basis only. This course is not to be taken by students who have already completed JOURN 4430 or JOURN 7430. Restricted to Graduate Journalism students.

Credit Hour: 1
JOURN 7126: Digital Audio and Visual Basics for Journalists (cross-leveled with JOURN 4126). Introduces journalism students to audio and video tools used in converged environments. Students will create news stories, ads or promos to meet journalistic or strategic communication goals. Graded on S/U basis only.

Credit Hour: 1

JOURN 7130: Account Services (cross-leveled with JOURN 4130). Designed for advanced strategic communication students preparing for careers in account services. Section topics vary.

Credit Hour: 1

JOURN 7138: Public Relations Techniques (cross-leveled with JOURN 4138). Designed for advanced strategic communication students preparing for careers in public relations. Section topics vary.

Credit Hour: 1

JOURN 7140: Interactive Techniques (cross-leveled with JOURN 4140). Designed for advanced strategic communications students preparing for careers in interactive media. Section topics may vary.

Credit Hour: 1

JOURN 7146: Strategic Communication Techniques (cross-leveled with JOURN 4146). Designed for advanced strategic communication students. Section topics vary. Graded on A-F basis only.

Credit Hour: 1

JOURN 7148: Interviewing Essentials (cross-leveled with JOURN 4148). This class focuses on the journalistic interviewing process, from identifying and gaining access to the best sources, setting ethical boundaries, asking the most effective questions and ensuring accuracy. It applies to the full range of story types, from breaking news to in-depth work in all coverage areas.

Credit Hour: 1

Prerequisites: Consent of instructor required

JOURN 7150: Using Infographics
An introduction to the various types of information graphics and how each can be used effectively to help explain the news. Additional emphasis on generating graphic ideas and on the specific challenges of gathering information for graphics.

Credit Hour: 1

Prerequisites: Instructor's consent required

JOURN 7152: Concepts in Participatory Journalism
Journalists need to know how to be in conversation with their communities rather than lecture to them. In this course, we will look at how a collaborative culture is changing journalism, and how journalists can take advantage of the new landscape. Graded on A-F basis only.

Credit Hour: 1

Prerequisites: JOURN 2100, JOURN 2150

JOURN 7198: Area Seminar
Special lectures, readings, discussions relating to the urban journalism, state government reporting or local public affairs reporting programs.

Credit Hours: 3

JOURN 7200: Principles of Strategic Communication (cross-leveled with JOURN 4200). Foundation course familiarizing students with an array of strategic communication tools and how they are used in the field.

Credit Hours: 3

JOURN 7204: Introduction to Strategic Writing and Design
This course will teach you about strategic writing and design, and then show you how to apply these skills to key communication platforms such as digital media, TV, radio, social media and others. Along the way, you will learn to think, write and design creatively and strategically. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: Restricted to Journalism Strategic Communication and Science and Agriculture Journalism Majors

JOURN 7206: Strategic Writing I (cross-leveled with JOURN 7206). Students learn strategic writing for a variety of media such as print, radio, television, outdoor, new media, news releases, pitch letters and other persuasive messages.

Credit Hours: 3

Prerequisites: JOURN 4200, JOURN 4226, JOURN 4952

JOURN 7208: Strategic Writing II (cross-leveled with JOURN 4208). Advanced course in the creation of advertising and public relations materials with an emphasis on strategic planning, developing creative concepts, producing and polishing copy and visuals, execution of finished product and refining. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: JOURN 4200, JOURN 4204 and JOURN 4952

JOURN 7212: Sports and Entertainment Promotion (cross-leveled with JOURN 4212). Course focuses on the role that research, sponsorship, advertising, public relations, social media, positioning, target marketing, psychographics, and other strategic communication processes play in the promotion of the sports and entertainment industry. The course will critically analyze and examine how chief executive officers of sport and entertainment organizations choose, maintain, or redirect their promotion strategies and activities to help achieve organization missions, encourage tickets sales, and attract large audiences.

Credit Hours: 3

Prerequisites: Consent of instructor

JOURN 7213: Strategic Communication Mobile Sports Production (cross-leveled with JOURN 4213). This class is designed to prepare Strategic Communication students for vital new positions in the world of sports marketing with the emphasis on video productions, strategic
planning, and strategic dissemination of video content via multiple media, channels and platforms. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Restricted to Journalism Graduate Students

JOURN 7216: Media Sales
(cross-leveled with JOURN 4216). Focus of this course is to familiarize students with how to sell a variety of media including newspaper, radio, television, outdoor, new media, and others.

Credit Hours: 3
Prerequisites: Restricted to Journalism Strategic Communication and Science and Agricultural Journalism Majors

JOURN 7218: Mojo Ad Staff
(cross-leveled with JOURN 4218). Application of strategic communication skills in a professional services agency specializing in the youth and young adult segment. Positions include management, planning, creative media and research. Other electives required based on position. Application required. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of Instructor

JOURN 7220: Creative Portfolio
(cross-leveled with JOURN 4220). Students will produce a free-standing collection of outstanding, polished creative work to demonstrate his/her ability to perform at a high level of creativity.

Credit Hours: 3
Prerequisites: core courses and JOURN 4208 or JOURN 7208

JOURN 7228: Strategic Design and Visuals II
(cross-leveled with JOURN 4228). Advanced course in strategic design and visuals. Persuasive visual principles applied to variety of integrated media including print, broadcast and on-line. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4200, JOURN 4204 and JOURN 4952

JOURN 7226: Psychology in Advertising
(cross-leveled with JOURN 4236). Application of psychological principles, learning, perception, motivation, attitudes to advertising. Emphasis on the increasing use of psychographics (the “lifestyle” factor) to understand consumer wants and buying behavior.

Credit Hours: 3
Prerequisites: JOURN 4200 or JOURN 7200, JOURN 4952 or JOURN 7952, JOURN 4204 or JOURN 7204

JOURN 7242: Strategic Communication Leadership
(cross-leveled with JOURN 4242). Strategic Communication Leadership is aimed at students who are eager to develop their skills and abilities in management and leadership with the likely outcome that they will be leaders in media organizations or as entrepreneurs. Rooted in principles of ethical persuasion and strategic communication, it will help develop individual skills and abilities and the mindset of helping others achieve their goals. Based on the experience and writings of CEO and world-renowned leader David Novak (Strategic Communication alumnus 1974), this is the one of three courses comprising the Leadership Interest Area in Strategic Communication. This course will call on students to commit to the process of their own growth and self-discovery and to help foster the growth and development of fellow learners. It will be an intensive experience and, with commitment to the program, will be immediately applicable to the students’ current and future personal and professional lives. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Journalism Graduate students only

JOURN 7244: Creating Cultures Through Effective Strategic Communication and Leadership
(cross-leveled with JOURN 4244). The course focuses on the role culture and communication play in organizational success, management, and leadership. Rooted in principles of ethical persuasion and strategic communication, it helps students develop individual skills and abilities and the mindset of helping others achieve their goals. The course is distinctly different from traditional organizational studies because of its focus on communication and marketing principles. It offers hands on learning through the case method. Based on the experience and writings of CEO and world-renowned leader David Novak (Strategic Communication alumnus 1974), this is one of three courses comprising the Leadership interest area in Strategic Communication. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only

JOURN 7248: Media Strategy and Planning
(cross-leveled with JOURN 4248). Course deals with strategic planning and the selection and evaluation of appropriate media outlets. Students gain a clear understanding of the problems and issues involved in crafting effective media strategies, creative problem solving and selection of appropriate media.

Credit Hours: 3
Prerequisites: JOURN 4200 or JOURN 7200, JOURN 4952 or JOURN 7952, JOURN 4204 or JOURN 7204. Restricted to Journalism graduate students

JOURN 7250: Management of Strategic Communication
(cross-leveled with JOURN 4250). How to lead and contribute to strategically sound, highly creative and seamlessly integrated strategic communication on the agency or client side of the business. Directly relevant to agency account management and account planning, as well as client career paths.

Credit Hours: 3
Prerequisites: Consent of Instructor required

JOURN 7252: Branded Strategic Storytelling
(cross-leveled with JOURN 4252). This course for Strategic Communication students integrates digital and content marketing planning and operational methodologies designed to deepen students’ knowledge of content creation, distribution strategies and audience engagement. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4200/JOURN 7200, JOURN 4204/JOURN 7204 and JOURN 4952/JOURN 7952. Restricted to Journalism Strategic Communication and Science and Agricultural Journalism Majors
JOURN 7254: Tools, Techniques and Technology of Visual Storytelling
(cross-leveled with JOURN 4254). In this course, students will learn how to professionally shoot and strategically edit video, visuals and textual content, strategize how to publish that content on owned media and social media platforms, utilize tools like GoPro and Drone technology, and even VR/AR and 360 attachments to make content that is more immersive, influential, impactful and persuasive. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only
Recommended: JOURN 7200, JOURN 7204

JOURN 7256: Public Relations
Current methods of communicating with constituents as practiced by agencies, corporations and government/not-for-profit organizations.

Credit Hours: 3
Prerequisites: JOURN 4200

JOURN 7262: Digital Strategy I
(cross-leveled with JOURN 4262). Course covers every step from integrating Internet efforts into the overall strategic communication plan to building a website that works. Designed for those with an interest in interactive advertising. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7200, JOURN 7204 and JOURN 7952

JOURN 7263: Digital Strategy II
(cross-leveled with JOURN 4263). Course goes in-depth on top issues in the interactive process from video advertising to social networking sites and how to increase campaign performance with web analytics. Designed for those who want a career in interactive advertising. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7262. Restricted to Journalism Graduate students

JOURN 7268: Strategic Communication Practicum
(cross-leveled with JOURN 4268) Practical experience in public relations, corporate communications and strategic planning with the Missouri School of Journalism serving as client. Students from all journalism disciplines will apply knowledge and skills on a variety of platforms.

Credit Hours: 3
Prerequisites: JOURN 4200 or JOURN 7200, JOURN 4204 or JOURN 7204 and JOURN 4952 or JOURN 7952

JOURN 7270: Public Relations Writing
(cross-leveled with JOURN 4270). Develop skills and capabilities in strategic communication applications, including news releases, media advisories, pitch letters, video news releases, media relations techniques, writing for electronic and broadcast media, feature writing, brochures and speeches. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor

JOURN 7300: Broadcast News I
Beginning reporting and news writing for radio, television and their online services. Introduction to use of audio and video recorders and editing systems in production of news stories. Consideration of ethical issues, economic factors, relationships with news sources and gender and ethnic diversity in the newsroom and in news stories.

Credit Hours: 3
Prerequisites: JOURN 2100

JOURN 7301: Topics in Journalism
Selected current topics in journalism. Specific topics to be announced at time of registration.

Credit Hour: 1-3

JOURN 7306: Broadcast News II
Introduction to general assignment reporting skills for the newsroom environment. Instruction in time management, writing, storytelling and performance. Team skills and ethnic diversity in the newsroom are discussed. Students begin work for broadcast newsgroups.

Credit Hours: 3
Prerequisites: JOURN 4300 or JOURN 7300

JOURN 7308: Broadcast News III
(cross-leveled with JOURN 4308). Intermediate reporting and news writing skills for radio and television. Advanced techniques in the use of video and sound in production of news stories.

Credit Hours: 3
Prerequisites: JOURN 7306

JOURN 7310: News Producing

Credit Hour: 1-3
Prerequisites: JOURN 4308 or JOURN 7308

JOURN 7320: Advanced Broadcast Reporting
(cross-leveled with JOURN 4320). In-depth reporting and editing for radio or television; advanced production techniques; emphasis on writing, interviewing, effective use of audio or videotape at KOMU-TV or KBIA.

Credit Hours: 3
Prerequisites: JOURN 4308 or JOURN 7308

JOURN 7328: Advanced News Communication
(cross-leveled with JOURN 4328). This course will examine and practice the components of effective interviewing and on-set and live reporting for television news. Students will anchor KOMU-TV’s morning newscasts.

Credit Hour: 1
Prerequisites: JOURN 4306 or JOURN 7306

JOURN 7340: Viewing Journalism Films: Images of the Reporter
(cross-leveled with JOURN 4340). The course will examine images of journalists in American films ranging from "Citizen Kane" to the present. Students will analyze award-winning movies that pose key questions
about the professional responsibilities of journalists in all fields. Topics
will include issues related to the practice of journalism as well as those
trigged by the work of specific journalists, such as Woodward and
Bernstein.

Credit Hours: 2
Prerequisites: Instructor's consent required

JOURN 7350: Problems in Journalism
Independent arranged with individual faculty member. Contract
must be approved by instructor and dean. Not accepted as a substitute
for any regularly scheduled course. Some sections of the course may be
graded on either A-F or S/U basis only.

Credit Hour: 1-3

JOURN 7360: Fundamentals of Design
(cross-leveled with JOURN 4360). This is a beginning course in editorial
design. We will study design history and learn basic design principles
and concepts in both print and digital platforms. You will be introduced to
software programs such as InDesign, Photoshop and Illustrator, as well
as basic HTML coding.

Credit Hours: 2
Prerequisites: Consent of instructor required
Recommended: JOURN 2100 or 2150

JOURN 7370: The Intersections of Documentary Film and
Journalism
(same as FILM_S 7370; cross-leveled with JOURN 4370). The popularity
of documentary film in the past ten years has skyrocketed, and recent
award-winning documentaries such as Inside Job (2010), Blackfish
(2013), and The Invisible War (2012) are simultaneously entertaining
audiences and investigating serious issues like the financial collapse,
killer whale captivity, and sex crimes in the military-issues that in the
past might have been covered exclusively by investigative journalism.
What explains the public's growing fascination with documentary? How
is documentary film reacting to recent transformations in the media
landscape? Is it filling a critical need that journalism is no longer willing
or able to meet? This course will explore the intersection of these
two nonfiction storytelling forms--documentary film and journalism--
and examine the role played by advocacy in both modes, as well
as the cultural and ethical implications of the convergence between
journalism and documentary film. In that it is centered on contemporary
documentary film culture, the course also takes advantage of the True/
False Film Festival, and will be host to a conference during Week
6, featuring a number of major visiting filmmakers and film critics.
Attendance at some sessions is required. Graded on A-F basis only.

Credit Hours: 3

JOURN 7371: Documentary Theory
(cross-leveled with JOURN 4371). Documentary and other long-form
story telling methods involve a complex series of decisions made in the
creation of the work that determines its style, length, direction, point of
view and more. These and a thousand other editing decisions are the
difference between a successful project that touches its audience and
one that falls short. The focus of this course is on the craft of editing, as
seen in a variety of documentary and other works and explained through
the decisions made in and out of the editing room that lead to the final
product. The course will introduce important concepts of editing, the work
of significant editors in both documentary and narrative fiction films, and
seek to apply those techniques to the conceptualization of documentary
work students will do as part of their degree. Students will understand
the history of documentary editing as it evolved on its own and as influenced
by narrative fiction films, the language of editing, the work of important
editors and directors and how it influences today's aesthetic and how to
apply what they have learned to their own documentary projects at an
advanced level. Graded on A-F basis only.

Credit Hours: 3
Corequisites: JOURN 7564
Recommended: JOURN 7370

JOURN 7372: Documentary Reporting
(cross-leveled with JOURN 4372). Students will learn elementary
documentary reporting techniques by producing video and audio content
in small group and individual projects. The course focuses on collection of
content in the field, interviewing, research, story construction, editing and
presentation. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Instructor consent

JOURN 7373: Documentary Development
(cross-leveled with JOURN 4373). This course will concern itself primarily
with the formation of projects: from theories behind different kinds of
documentaries, through real world investigations and research into
possible projects, into the pitching and writing stage and lastly to the
final idea that will be the basis of students' senior films. The ability to
properly think of, clearly articulate, pitch and hone in on a project idea
often makes the difference between a successful and unsuccessful final
film. Still these ideas don't materialize out of thin air; inspiration for great
documentaries can come from many places. Understanding how to seize
viable project ideas is a crucial skill for a documentary filmmaker. Graded
on A-F basis only.

Credit Hours: 3

JOURN 7375: Documentary Business and the Public Sphere
(cross-leveled with JOURN 4375). Whether it be through contract
employment, freelancing, or independent production, creating
documentaries requires a knowledge of professional and business
practices that differ from many other parts of journalism. The course will
introduce important concepts related to the development and production
of documentary work, as well as the public distribution of that work.
Students will research the industry and develop skills to manage business
and professional relationships with the documentary world. Students will
build and maintain personal branding materials. Graded on A-F basis only.

Credit Hours: 2

JOURN 7400: Introduction to News Editing
(cross-leveled with JOURN 4400). Introduces the fundamentals of
editing of stories and writing headlines for publication online and in print,
including an emphasis on style and grammar. Emphasized editing for an
online audience.

Credit Hours: 3
Prerequisites: Consent of instructor required

**JOURN 7406: Digital News Editing**
(cross-leveled with JOURN 4406). Real-world experience in digital editing and news decision-making coupled with newspaper production; emphasis on editing and headline writing across platforms, design for home page and mobile, social media, ethics and fundamentals of grammar. Lab work is hands-on experience at columbiamissourian.com and the Missourian newspaper.

Credit Hours: 3

**JOURN 7408: Magazine Editing**
(cross-leveled with JOURN 4408). Lectures provide an introduction to the magazine industry, including types of publications, roles of an editor and skills needed for today's magazine editor. Labs focus heavily on sentence structure, grammar, syntax, usage, punctuation and style.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450 or JOURN 4804

**JOURN 7410: Intermediate Writing**
(cross-leveled with JOURN 4410). In-depth reporting, research, and writing techniques with a magazine focus. Students produce articles for Vox, the Missourian and other magazines, publications or digital outlets.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 7450 or JOURN 4804 or JOURN 7804. Restricted to Journalism majors only

**JOURN 7414: Field Reporting on the Food System and Environment**
(same as SCI_AG_J 7414) Field reporting on the social, political, scientific, economic and ethical dimensions of the food system and environment, with emphasis on explanatory story-telling. Includes multi-day filed trip. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: instructor’s consent required

**JOURN 7416: Science, Health and Environmental Writing**
(cross-leveled with JOURN 4416). In this course students learn how to cover science, health and environmental topics by reporting and writing several stories for publication. Students can develop a marketable specialty or cover these angles in any beat. This course can serve as a substitute for JOURN 7410 Intermediate Writing.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 7450 or JOURN 4804 or JOURN 7804

**JOURN 7418: Critical Reviewing**
(cross-leveled with JOURN 4418). This course seeks to enrich students' understanding of the arts; support their attendance of concerts, plays, films, and exhibitions; sharpen their skills in critical thinking; and encourage the publication of their reviews in Vox as well as other outlets. Students will analyze the works of critics, gain a general appreciation of the ways to approach each art, and write reviews.

Credit Hours: 3
Prerequisites: JOURN _0900 or JOURN 2100

**JOURN 7420: Editorial Writing**

Credit Hours: 3

**JOURN 7422: Sports Journalism**
(cross-leveled with JOURN 4422). A review of everything from "How to Watch Sports" to the history of sports writing.

Credit Hours: 3
Recommended: JOURN 4450/JOURN 7450 or JOURN 4804/JOURN 7804 or JOURN 4306/JOURN 7306 or JOURN 4560/JOURN 7560.
Priority will be given to Sports Journalism students. All other consent will be give on a first-come first-served basis as space allows

**JOURN 7424: Covering Traumatic Events**
(cross-leveled with JOURN 4424). This course will prepare reporters and future newsroom managers across platforms for the ethical, practical and emotional challenges of reporting accurately and sensitively on traumatic events. It will give students a deeper understanding of the psychological impact of such events, including natural and man-made disasters, violent crime, accidents, terrorism and war. The course will explore how news coverage affects individuals and communities, and the psychological challenges and ethical hazards for the journalists who cover these events, with a focus on best newsroom practices for managing fast-breaking news stories and mitigating the effects on communities and staffs. The course will also explore the challenges of technology in the context of traumatic events and how social media have affected coverage of and response to crime, war and disasters. Graded on A-F basis only.

Credit Hours: 3

**JOURN 7426: Religion Reporting and Writing**
(same as REL_ST 7418). Advanced seminar in religion reporting and writing. Examines the role of religion journalism in faith, public life and culture.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 7450 or its equivalent in professional writing experience and instructor's consent

**JOURN 7428: Health Reporting Skills**
This course focuses on reporting, sourcing and analysis techniques journalists use to understand and report on health policy, health-care quality, medical research and the business of health care. Graded on A-F basis only.

Credit Hour: 2-3
Prerequisites: JOURN 4450 or JOURN 7450, JOURN 4306 or JOURN 7306, or JOURN 4804 or JOURN 7804 and instructor's consent

**JOURN 7430: Computer-Assisted Reporting**
(cross-leveled with JOURN 4430). How to negotiate for, transfer and process electronic information; the unique opportunities computers provide for analyzing information.
JOURN 7432: Advanced Data Journalism
(cross-leveled with JOURN 4432). Teaches students how to creatively solve problems in journalism using computer programming. Students will learn how to code using the Python language, and how to apply those coding skills to perform real-world tasks. Students will learn the concepts, theory and practical programming skills needed to clean data, scrape web sites and turn databases into interactive online experiences. By the end of the semester, students will have learned the skills to create interactive database presentations, and will have created a functional web app that will serve as a portfolio piece.
Credit Hours: 3
Prerequisites: JOURN 4430
Recommended: JOURN 4502

JOURN 7434: The Art and Mechanics of the Business Story
The purpose of this course is to give students a deep understanding of business journalism and for them to apply those skills in a real newsroom, Missouri Business Alert. The class will cover everything from audience to financials, and students will leave the class with several work samples to show potential employers. Those classes include: JOURN 4450 or JOURN 7450; JOURN 4306 or JOURN 7306; JOURN 4804 or JOURN 7804; JOURN 4556 or JOURN 7556.
Credit Hours: 3
Prerequisites: Journalism Graduate students who have passes a newsroom reporting class (or its equivalent)

JOURN 7436: Investigative Reporting
Advanced course designed to acquaint reporters with public issues. Students write two in-depth projects and other shorter assignments. Students meet weekly with instructor for editorial suggestions.
Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 7450 and instructor's consent

JOURN 7438: Business, Financial and Economic Journalism
(cross-leveled with JOURN 4438). Understanding the news from the business sector and nation's economy for journalists and public relations students. Including financial filings, equity markets, local business, economic indicators, job creation, business data, sports business and what makes business/economic news different from other journalism. Includes tour of business journalism outlets and markets in New York. Open to all sequences and platforms.
Credit Hours: 3

JOURN 7439: Advanced Business Journalism
(cross-leveled with JOURN 4439). This class requires students to write business stories every week and to attain a high level of financial literacy in the process. The class will cover topics behind the headlines, showing students how to spot economic trends, the stories behind the economy's main actors, and the keys to spotting a troubled business. By the end of the class, all students will be certified users of the Bloomberg Terminal. To take this course, students must enroll in one of the two attached accounting classes (grad or undergrad). Both are offered online. Graded on A-F basis only. Prerequisites: Students must have taken or take concurrently with this course: ACCTCY 2010 I or ACCTCY 7310.
Credit Hour: 1-3

JOURN 7440: Mapping for Stories and Graphics
Learn mapping software to discover information for news stories and lay the foundations for compelling news information graphics. Students will learn how to create maps for print, broadcast and online. Graded on A-F basis only.
Credit Hours: 2
Prerequisites: JOURN 2100 and instructor's consent

JOURN 7450: News Reporting
Assignments on a daily city newspaper covering community news, city, county and state affairs, sports and lifestyle issues. Experience in gathering and writing news, writing under deadline conditions.
Credit Hours: 3
Prerequisites: JOURN _0900 or JOURN 2100

JOURN 7460: Advanced News Reporting
(cross-leveled with JOURN 7460). Assignments to more difficult beat areas, team reporting, and some investigative reporting for community newspaper. Individual conferences and weekly class sessions on contemporary reporting problems.
Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 7450

JOURN 7462: Emerging Technologies in Journalism
This course quickly responds to technology developments in journalism through a combination of theory, practice and research. Students learn to use the developing technology and also strategies to manage its impact on media organizations while expanding academic discourse. May be repeated for credit. Graded A-F basis only.
Credit Hour: 1-3

JOURN 7464: Magazines Across Platforms
(cross-leveled with JOURN 4464). As digital editors for Vox Magazine, students manage and create content for Vox's digital platforms, including its WordPress website, blog, social media accounts and award-winning iPad app. Students also work with analytics, engagement and multimedia. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450 or JOURN 7450 or JOURN 4804 or JOURN 7804

JOURN 7480: Will Write for Food (and Wine)
(cross-leveled with SCI_AG_J 4480). Course focuses on food and wine writing in current U.S. culture. Come ready to create mouthwatering narrative and actively seek publishing your finished work. An emphasis will be placed on class participation and written critiques of peer-reviewed articles in class. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: Junior standing, instructor's consent and JOURN 4450. Restricted to Journalism and Science Agriculture Journalism students only

JOURN 7500: Publication Design
(cross-leveled with JOURN 4500). Intermediate design techniques and theories of editorial design. Students apply classroom teachings by designing pages for the Columbia Missourian and Vox Magazine. Students work under deadline and learn attention-to-detail through use of execution of design style guides.
Credit Hours: 3
Prerequisites: JOURN 4360 and instructor's consent. Restricted to Journalism Graduate students only

JOURN 7502: Multimedia Planning and Design
Class covers the basics of web design - Storyboarding, navigation, information architecture, reader behavior, usability studies - as they relate to journalistic stories and persuasive messages. Prerequisites: Completion of one of the following: JOURN 4804, JOURN 4508, JOURN 4406, JOURN 4506, JOURN 4204, JOURN 4306, JOURN 4450 or JOURN 4560; or by instructor's consent.
Credit Hours: 3

JOURN 7506: Magazine Design
Introduction to typography of magazines from manuscript markup through layout to page proof. Extensions and limitations of typography are considered in light of current practice and economic possibilities.
Credit Hours: 3

JOURN 7508: Information Graphics
Work as a news artist for a daily city newspaper graphically covering community news, sports and lifestyle issues. Emphasis on visual thinking and effective presentation. Experience with state-of-the-art software.
Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 7450 or the professional equivalent, or instructor's consent

JOURN 7510: Visual Communications
How to communicate through pictures. Topics: visual perception, vocabulary, the role of words, picture editing, design and layout, printers, taste and judgment, camera mechanics. For journalism students who are not photographers.
Credit Hour: 2-3

JOURN 7554: Visual Editing for Multimedia
This class develops understanding of multimedia storytelling by focusing on editing, production, and business model practices for online visual journalism. It builds on a foundation of digital editing, photojournalism, photo editing, videography, and multimedia production. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: JOURN 4804 or JOURN 4550 or JOURN 4306 or JOURN 4406 or JOURN 4506 and instructor's consent; restricted to Journalism and Science and Agriculture Journalism students only

JOURN 7556: Fundamentals of Photojournalism
A rigorous skills course for advanced students preparing for a career in photojournalism consisting of weekly exercises in black and white and color photographic story telling and lectures that explore the philosophical, historical and ethical roots of the profession.
Credit Hours: 3
Prerequisites: instructor's consent required

JOURN 7558: Advanced Techniques in Photojournalism
Credit Hours: 3
Prerequisites: JOURN 4556 or JOURN 7556

JOURN 7560: Staff Photojournalism
(cross-leveled with JOURN 4560). A laboratory course exploring the photojournalist's role in the news-gathering process. As staffers for the Columbia Missourian, students cover news, sports, features, food assignments and originate single pictures and stories.
Credit Hours: 3
Prerequisites: JOURN 4558 or JOURN 7558

JOURN 7562: Photojournalism Business Practices
(cross-leveled with JOURN 4562). Discusses legal, financial, organizational and entrepreneurial issues for photojournalists. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: JOURN 4558 or JOURN 7558 and JOURN 4566 or JOURN 7566, or instructor's consent required. Restricted to graduate Journalism majors only

JOURN 7564: Micro-Documentary Photojournalism and Videography
This course extends students' understanding and abilities to produce short-form video journalism. They will produce, from concept to web publication, two five-minute non-fiction videos that serves the public through engaging visual sound techniques and compelling narrative. Graded on A/F basis only.
Credit Hours: 3
Prerequisites: JOURN 4558 or JOURN 7558 or JOURN 4306 or JOURN 7306 or JOURN 4804 or JOURN 7804 or consent of instructor. Restricted to Journalism or Science and Agricultural Journalism students only

JOURN 7566: Electronic Photojournalism
Concepts and skills to incorporate photographs, audio and video for interactive presentation, with an emphasis on project design and coding for web and mobile devices. Graded on A-F basis.
Credit Hours: 3
Prerequisites: JOURN 4556 or JOURN 7556 and instructor's consent required

JOURN 7568: History of Photojournalism
Examination of the aesthetic and technological development of photography from its invention in 1839 to the present. Primary emphasis
on the evolution and impact of the picture press and the documentary tradition in America, although international developments are studied as well.

Credit Hours: 3

JOURN 7650: International Issues Reporting
An advanced professional seminar on how to recognize, report and write about the domestic influence of international political, economic and cultural problems and trends.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 7450

JOURN 7656: International News Media Systems
A comparative survey of current news media systems and how they affect the international flow of information. Newspapers, news agencies, broadcasting and satellite networks of the world are analyzed.

Credit Hours: 3

JOURN 7658: International Journalism
An examination of the gathering, editing and dissemination of international news. The impact of social, economic, cultural and political structures on news media performance is evaluated.

Credit Hours: 3

JOURN 7660: Media Forces Shaping the European Union
Seminar analyzes the role of media in shaping policies and actions of the European Union member nations and their people. Open to graduate students regardless of major and to undergraduates with instructor’s consent. Course qualifies for EU Certificate Program.

Credit Hours: 3

JOURN 7662: Global News Across Platforms
(cross-leveled with JOURN 4662). Online, radio, and print production for a converged media enterprise, Global Journalist. Students report, write, plan, edit, design, and produce a video and radio program and website on international news while working under weekly deadlines.

Credit Hours: 3

JOURN 7670: Participatory Journalism
(cross-leveled with JOURN 4700). An examination of how information is shared outside professional journalism, and how journalists can interact with communities. Topics will include community collaboration, social media, audience outreach and understanding, and an expanding definition of “news.” Students will work with the community on behalf of the Missourian. All interest areas welcome.

Credit Hour: 1-3
Prerequisites: instructor’s consent

JOURN 7706: The Community Newspaper
The role of the newspaper in the community. Handling of news categories especially applicable to smaller newspaper. Field trips giving students experience in publishing newspapers in the state.

Credit Hours: 3
Prerequisites: JOURN 0900 and JOURN 2100
environment. Students produce media for multiple outlets. Graded on A-F basis only.

**Credit Hours: 3**
**Prerequisites:** JOURN 4030 or JOURN 7030 or JOURN 4804 or JOURN 7804

---

**JOURN 7810: National News Writing and Production**
(cross-leveled with JOURN 4810). Learn updated storytelling and video-production techniques on-site at Newsy, a next generation news network. You will work weekly shifts throughout the semester, culminating in the production of your own portfolio and mock interviews with hiring managers. Graded on A-F basis only.

**Credit Hours: 3**
**Prerequisites:** instructor's consent required

---

**JOURN 7812: Online Audience Development**
(cross-leveled with JOURN 4812). You're already using social media every day - but are you using it in the most effective way possible? In Online Audience Development students will explore, envision and evaluate the possibilities of social media integration in news production workflows. We'll experiment with emerging social platforms to see how they might fit in a newsroom's social media and branding playbook. You will also exercise, develop and improve on all the journalism skills practiced in previous classes: researching, reporting, editing, producing, proofreading, photo editing and design. The big difference? This time you'll be reporting on our newsrooms in order to help create deeper connections with the audience. Graded A-F basis only.

**Credit Hours: 3**
**Prerequisites:** Instructor's consent required

---

**JOURN 7814: Multimedia Sports Journalism**
Assignments on a daily regional website and radio station covering sports with converged media. Experience in reporting game and feature stories under deadline conditions. Graded on A-F basis only.

**Credit Hours: 3**
**Prerequisites:** JOURN 4030 or JOURN 7030, or JOURN 4450 or JOURN 7450, or JOURN 4804 or JOURN 7804, or JOURN 4556 or JOURN 7556 or JOURN 4560 or JOURN 7560. Restricted to Journalism and Science and Agricultural Journalism students only. Instructor's consent required

---

**JOURN 7940: Internship in Journalism**
Credit for approved employment in journalism. Specifications for this course appear in the Undergraduate Catalog. Graded on S/U basis only.

**Credit Hour: 1-6**
**Prerequisites:** Restricted to Journalism students only

---

**JOURN 7970: Strategic Campaigns**
(cross-leveled with JOURN 4970). This capstone course gives students a hands-on opportunity to use their skills and apply strategic communication learning to a real client situation. To be taken final semester. Application required for Mojo Ad section and will include additional leadership responsibilities.

**Credit Hours: 3**
**Prerequisites:** JOURN 4204 or JOURN 7204

---

**JOURN 7972: Photo and Visual Editing**
An advanced visual editing course. Primary work is as a photo/multimedia editor on the Columbia Missourian photo desk. Your collaborate on daily and semester projects and are assigned specific leadership roles.

**Credit Hours: 3**
**Prerequisites:** JOURN 4408 or JOURN 7408 or JOURN 4204 or JOURN 7204 or JOURN 4500 or JOURN 7500 or JOURN 4560 or JOURN 7560

---

**JOURN 7974: Advanced Internet Applications for Radio/TV News**
Integration of advanced Internet research and publishing skills with production and management of the KOMU-TV/KBIA Radio World Wide Web news service.

**Credit Hours: 3**
**Prerequisites:** JOURN 4306 or JOURN 7306

---

**JOURN 7976: Seminar in Radio-TV News**
Seminar in network and local news process, in coverage of major issues and social problems, in relationships of radio-TV news and government institutions. Not for students who have taken JOURN 8096.

**Credit Hours: 3**
**Prerequisites:** JOURN 4306; instructor's consent required

---

**JOURN 7978: Media Management and Leadership**
Dramatic changes in technology and the media's role in converging paradigms. Students will write case examining these changes.

**Credit Hours: 3**
**Prerequisites:** JOURN 4306 or JOURN 4804

---

**JOURN 7980: The Picture Story and Photographic Essay**
Production of photo stories/essays for newspapers, magazines and news media presentations. Research, photography, design and layout. Final portfolio will show journalistic strength and versatility in black and white, and color.

**Credit Hours: 3**
**Prerequisites:** JOURN 4560 or JOURN 7560

---

**JOURN 7984: Magazine Staff**
(cross-leveled with JOURN 4984). This course provides hands-on experience serving as an editor on a magazine staff. Students are department editors for Vox Magazine and learn how to take a story from an idea through story creation and production and to the printed page, as well as best practices for executing that idea across multiple platforms. Students learn about pitching, working with writers, designers and photographers, editing for content and style, successful story packaging and team collaboration.

**Credit Hours: 3**
**Prerequisites:** JOURN 4410 or JOURN 7410, JOURN 4408 or JOURN 7408

---

**JOURN 7986: Advanced Writing**
(cross-leveled with JOURN 4986). This course builds on the in-depth, reporting, research, and writing techniques of Intermediate Writing and other writing and reporting classes. It is designed for those who wish to
pursue writing as a career. Students complete writing assignments and analyze the work of well-known magazine and book authors.

**Credit Hours:** 3  
**Prerequisites:** JOURN 4410 or JOURN 7410 or equivalent. Restricted to Journalism students only

### JOURN 7988: Advanced Publication Design
(cross-leveled with JOURN 4988). Project-based capstone in which skills learned in previous courses are applied to professional-level design challenges, such as feature, cover or iPad designs; multimedia prototypes; special editions; or other applications for Vox Magazine, Columbia Missourian or other outlets.

**Credit Hours:** 3  
**Prerequisites:** Consent of instructor required  
**Recommended:** JOURN 4500 or JOURN 7500

### JOURN 7994: Magazine Publishing
(cross-leveled with JOURN 4994). This capstone experience explores key components and recent trends in the magazine industry. The primary focus is creating a magazine prototype that includes conceptualizing ideas and editorial for new titles, as well as business plans for advertising, circulation, finance and production. The course follows a nuts and bolts, learn-by-doing approach to how these components work together and influence one another.

**Credit Hours:** 3  
**Prerequisites:** JOURN 4408 or JOURN 7408 and either JOURN 4410 or 7410 or equivalent, or JOURN 4360 or JOURN 7360 or JOURN 4500 or JOURN 7500. Restricted to Journalism students only

### JOURN 8000: Mass Media Seminar
Concepts, functions and major problems of print and electronic media in the United States. Two hours lecture and one hour of discussion lab each week.

**Credit Hours:** 3

### JOURN 8001: Seminar on Topics in Journalism
Problems, issues and approaches to research in selected topic areas. Specific content varies by needs of faculty and students and will be announced in advance.

**Credit Hours:** 3

### JOURN 8006: Quantitative Research Methods in Journalism
Research methods of utility in journalism and philosophy of science. Emphasis on understanding common quantitative methods and tools.

**Credit Hours:** 3  
**Prerequisites:** six hours of journalism or instructor's consent

### JOURN 8008: Qualitative Research Methods in Journalism
Course is designed to introduce graduate students to common qualitative approaches applicable to the study of journalism and mass communication. Students will learn a variety of approaches, practical methodologies and tools that will help them conduct research.

**Credit Hours:** 3
JOURN 8042: Health News and Promotion  
This is an advanced seminar that examines and critiques the literature on health communication in news about health and its impact and health promotion campaigns.  
Credit Hours: 3

JOURN 8044: Strategic Conflict Management  
Strategic conflict management is a cross-disciplinary study that integrated organizational behavior, crisis management, conflict resolution and image repair. This course melds theory with practice, and is for those venturing into media management, law, and strategic communication.  
Credit Hours: 3  
Prerequisites: graduate journalism standing required

JOURN 8046: Controls of Information  
A detail of actions by government, largely the federal government, calculated to limit or alter the content of information in the United States.  
Credit Hours: 3

JOURN 8052: Case Studies in the Digital Globe  
This course seeks to broaden students perspective about how digital technology affects the world around us. Final course in the CDiG certificate. Inter-departmental course.  
Credit Hours: 3

JOURN 8054: Entrepreneurship and Media of the Future  
This course will give students an intense hands-on experience in working with real entrepreneurs on complex business problems in the journalism field. Example companies are the Associated Press, Kachingle, the Chicago Sun-Times, Spot-Us and the Media Policy Center. The goal is to offer a solution or solutions to the stated problem, and to present these ideas in a competitive, symposium environment.  
Credit Hours: 3  
Prerequisites: Graduate standing in Journalism or MBA program

JOURN 8056: Theory of Mass Communication  
Major communication theories and theorists. Interpersonal theories are included as they relate to mass communication.  
Credit Hours: 3

JOURN 8058: Communication in Media Organizations  
Covers key concepts in management and communication in media organizations, including print, broadcast, advertising and public relations. Topics include leadership, human resource management, managerial/employee communication, career success, financial decision-making, teambuilding and goal setting in media organizations.  
Credit Hours: 3  
Prerequisites: Open to students in the online master's program only

JOURN 8068: The Mass Media and the Presidency  
This seminar examines that historical triad of the free expression clauses of the First Amendment, the presidency and the American mass media through readings, class assignments and a project.  
Credit Hours: 3

JOURN 8070: Proseminar in Communications  
Seminar on professional and academic issues in journalism and communication. Specific discussion topics selected by faculty and students on a per class basis.  
Credit Hour: 1-3

JOURN 8080: Media Ethics  
An introduction to and application of ethical theory to their contemporary mass media.  
Credit Hours: 3

JOURN 8085: Problems in Journalism  
Individual work on chosen and specified problems not associated with the master's thesis or project. Topic must be arranged with supervising teacher prior to registration.  
Credit Hour: 1-4  
Prerequisites: Master's students only

JOURN 8090: Research in Journalism  
Guidance for graduate students engaged in research toward production of the thesis. Graded on a S/U basis only.  
Credit Hour: 1-9

JOURN 8092: Photography in Society  
Social and political dimensions of still photography with emphasis on critical thinking and analysis in visual communication.  
Credit Hours: 3

JOURN 8098: MA Project Seminar  
Choosing and designing an appropriate profession project; preparation to carry out work successfully; discussion of trends and future directions in various areas of journalism. Must be completed before starting the professional project. Graded on S/U basis only.  
Credit Hour: 1

JOURN 8100: MA Thesis Seminar  
Choosing and developing an appropriate research topic for a thesis; designing a research strategy and learning appropriate investigative techniques. Must be completed before starting thesis. Graded on S/U basis only.  
Credit Hour: 1

JOURN 8106: The Magazine: Then and Now  
Examines magazines' history, role, economics and ethical practices, and the companies and people who produce them, particularly in the United States. It also reviews research perspectives that have illuminated this medium.  
Credit Hours: 3  
Prerequisites: JOURN 8000
JOURN 8110: Editing and News Design for the High School Advisor
Fundamentals of editing and headline writing for publication. Principles of design with emphasis on newspaper usage.

Credit Hours: 3
Prerequisites: Restricted to students in the online College of Education Master's program for high school journalism instructors

JOURN 8120: Media Law and Ethics for the High School Advisor
Legal concepts, including prior restraint, libel, privacy, obscenity, contempt and access as they related to print, broadcast, scholastic journalism, advertising and other areas. Includes examination of media ethics and practice.

Credit Hours: 3
Prerequisites: Restricted to students in the online College of Education Master's program for high school journalism instructors

JOURN 8185: Area Seminar in Journalism
Seminar designed to accompany JOURN 8190, Area Problem. Through readings and discussions the master's student examines the special area related to the project.

Credit Hours: 3

JOURN 8190: Area Problem in Journalism
Work project enabling a master's student to demonstrate professional competence; may be one offered in a graduate reporting program or a creative project designed to meet a particular interest of student. Graded on S/U basis only.

Credit Hour: 1-9

JOURN 9000: Doctoral Theory and Research I
First semester of a one-year course that covers theory and method in important topic areas. Each topic would be examined from several theoretical and methodological points of view. Required of doctoral students.

Credit Hours: 3

JOURN 9006: Doctoral Theory and Research II
Continuation of JOURN 9000. Required of doctoral students.

Credit Hours: 3

JOURN 9008: Readings in Journalism
Directed readings for doctoral candidates. Designed to supplement work in other courses and to broaden student's knowledge of trends, interpretations and developments in the media.

Credit Hour: 1-5

JOURN 9010: Doctoral Research Design
This course is designed to meet the University requirement for a first-year qualifying examination process for doctoral students, involve students in research early in their programs and encourage students to recruit members of their doctoral committees.

Credit Hours: 3