School of Journalism

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About the School
The Missouri School of Journalism was established in 1908 to strengthen the effectiveness of public communication in a democratic society. The school awarded the world’s first undergraduate degree in journalism (1909), master’s degree in journalism (1921) and doctorate in journalism (1934).

The school emphasizes hands-on learning-by-doing, a philosophy that began with the publication of a community newspaper in 1908 and continues today through its public-facing professional newsrooms and agencies. Known as the “Missouri Method” this approach allows students to prepare for careers in journalism and strategic communication.

Students gain experience at an NBC affiliate television station, NPR-member station, a digital-first community newspaper, monthly arts and culture magazine and at niche media outlets focused on current issues in business or international affairs. Students learn about advertising and public relations work through two strategic communication agencies creating campaigns for local, regional and national paying clients.

The faculty is committed to educating students in the responsibilities and skills of the professional journalist and strategic communication practitioner. Faculty members work to consistently improve a dynamic array of course offerings that lead the way in journalism education and research. Faculty also have a broader commitment to advance the profession of journalism through scholarly research, analysis and criticism and through special programs to serve practitioners.

Through the Reynolds Journalism Institute and the Novak Leadership Institute, the school creates entrepreneurial and innovative methods to build future leaders and to sustain the flow of news and information for the betterment of society. At the Murray Center for Documentary Journalism, students create films with journalism’s strong tradition of accuracy and fact-finding.

The school has 25 study away programs in 18 countries – where students earn credit and gain work experience. The school maintains year-round offices in Barcelona, Brussels, New York and Washington, D.C. and provides strategic communication programs in Hong Kong, Prague and Tokyo.

Graduates are assured of a well-rounded liberal arts education, plus a balance of theory and hands-on courses. Employers routinely report Missouri School of Journalism students are ready for the workforce, from day one.

The school has maintained continuous accreditation from the Accrediting Council on Education in Journalism and Mass Communication since the accrediting process began in 1949, with the most recent re-accreditation in 2017.

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Admissions
First-time college students admitted to the University of Missouri are eligible to pursue a Bachelor of Journalism degree.

As a worldwide leader in journalism and strategic communication, the Missouri School of Journalism directly admits students who have met high academic standards in their high schools or based on their aptitude as evidenced by their performance on standardized college admission tests (ACT or SAT). The School also welcomes students as pre-journalism majors who will demonstrate through college coursework their readiness for the School’s rigorous academic program.

Admission to the Major
Both directly admitted and pre-journalism students take prerequisite courses designed to acquaint them with career options in the field while building a foundation in core skills.

Following the successful completion of select prerequisite courses and achievement of a minimum GPA of 3.0, both directly admitted and pre-journalism students transition into the major. Students continue in the major coursework as long as they continue to meet academic standards.

Advising
Students are expected to seek the advice of an academic advisor in the selection of courses and semester planning. Students are encouraged to seek advice from the faculty and career services for career counseling and specific journalism and strategic communication-related issues.

The university provides degree audits for students to track the completion of degree requirements. Students are responsible for enrolling in an appropriate schedule of courses each semester; however, students are highly encouraged to consult with their advisor when necessary. The responsibility for meeting admission and graduation requirements rests with the student.

Dual-Degrees
To receive two bachelor’s degrees, a student must complete a minimum of 132 credits and complete all of the specific requirements for both degrees. Normally, a minimum of one additional semester is required for both degrees. Each candidate for a dual degree is assigned an advisor in the School of Journalism and in the additional academic unit.
Ethics of Journalism

The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the Society of Professional Journalists and adhere to its restrictions. Students are expected to observe strict honesty in academic programs and as representatives of school-related media. Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under university regulations.

Independent Study

Mizzou Online offers a variety of online courses that can be taken self-paced. Many of the courses can be used to satisfy degree requirements. Students may enroll themselves for as many as 4 credit hours per semester of online self-paced courses. Enrolling in more than 4 credit hours per semester requires approval from an academic advisor.

Students can also work under the supervision from journalism faculty to provide special opportunities to work outside of the classroom to receive journalism course credit.

International Students

In addition to meeting the standards for admission to the university, international students must meet the following English-language proficiency standards:

- **Pre-Journalism:** Minimum Test of English as a Foreign Language (TOEFL) paper-based score of 550 or minimum TOEFL electronic score of 80 or International English Language Testing System (IELTS) band score of 6.5 with minimum section scores of 6.
- **Direct Admission:** Minimum Test of English as a Foreign Language (TOEFL) paper-based score of 600 or TOEFL electronic score of 100 or International English Language Testing System (IELTS) band score of 7 with minimum section scores of 6.

Opportunities for Graduate Study on MU Campus

The accelerated bachelor/master degree program was designed for students in the Missouri School of Journalism to attain a graduate education. The program allows students to apply and begin their master’s program during the senior year of the undergraduate program. Students in the program complete requirements as outlined for the Bachelor of Journalism degree and then spend one more year (approximately 12 months) to earn a master’s degree. The program requires students to carry 9-12 credits each semester. Course work in the program builds on the undergraduate program and enhances student’s skills and understanding of the chosen area of journalism.

At the present time, areas include broadcast management, computer-assisted reporting, convergence, magazine editing, magazine writing, photojournalism, public affairs reporting, publication design, reviewing and reporting on arts and entertainment, strategic communication, and visual editing.

Senior Assessment Program

In compliance with the standards set forth by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) and guidelines established by the University of Missouri, the Missouri School of Journalism regularly conducts an assessment of student learning.

The school uses both direct and indirect measures to provide faculty and administrators with information to improve student learning. A key component of student assessment is feedback from external reviewers who have substantial experience in the areas being evaluated. The professionals conduct one-on-one interviews with students, critique portfolios and evaluate other relevant evidence of student learning and preparation for their chosen fields. The school also routinely solicits feedback from visiting alumni and industry professionals. The assessment information is regularly used to guide curriculum decisions and inform teaching and learning practices. The school has provided continuous assessment of graduating students since 1994.

**Learning Outcomes:**

The School strongly adheres to the learning competencies and values defined by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) which states that irrespective of a student’s particular specialization all graduates should be able to:

- understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

The components of the senior assessment program are as follows:

**Student Outcomes Survey**

The School conducts an outcomes survey of all graduating seniors. The survey opens two-three weeks prior to graduation and gathers information for a full year, following a student’s successful completion of their degree. The survey provides the school with
initial data about graduates' career placement and destination plans.

**Student Exit Exam**
Students complete an exit exam to measure student knowledge related to ACEJMC core values and competencies. Students take the 26-question exam in their required capstone courses.

**Emphasis Area Reviews**
Emphasis areas establish a timeline for review of student work during the student’s final semester or capstone experience. Emphasis area reviews typically require students to produce a portfolio that encompasses a sampling of their best professional work whether from journalism courses, extra-curricular activities, internships or other work experience. Emphasis area reviews rely on external reviewers and industry professionals to assess student learning and advise on methods for improving the program.

**Probation and Dismissal**
Probation and dismissal are the two potential academic actions for students who are not meeting the standards for academic performance.

**Probation**
Probation indicates a student is struggling to meet expectations.

Students placed on probation are required to meet with their advisor frequently during the upcoming semester. During these meetings, students will be assessed to determine which types of intervention are needed to return to good academic standing.

Removal from probation occurs when the student meets satisfactory academic standards.

**Dismissal**
Students who are dismissed are having significant challenges in meeting expectations. Students are encouraged to seek admission to another academic college at the University at Missouri to regain eligibility for course enrollment.

Students can appeal to return to the School of Journalism when the student meets satisfactory academic standards.

**Categories**
Each category ensures students are making progress toward achieving a 3.0 GPA. The standards for academic performance are applied based on the following two categories:

**First Semester Freshmen and Transfer Students**

**Probation:** GPA is between 1.00 – 1.99
First-semester freshman and transfer journalism students are placed on probation when their first semester GPA is between 1.00 and 1.99. They are removed from probation when the student meets satisfactory academic standards.

**Dismissal:** GPA is below 1.00

First-semester freshman and transfer journalism students are dismissed and become ineligible to enroll for a minimum of one semester when their first semester GPA is below 1.00.

**Students Who Have Completed One Semester at MU**
The credit hour classifications include University of Missouri courses, transfer courses, advanced placement credit, and other credits by examination. While the credit hours from all of these sources are included in the following categories, only the grades in courses completed in the University of Missouri system will be computed for GPA purposes.

Students who have completed one semester at MU who do not meet the following standards will be dismissed from the School of Journalism and will not be permitted to re-enroll for a minimum of one semester:

**0-29 credit hours**
Students must maintain a minimum cumulative MU GPA of 2.5.

**30-69 credit hours**
Students must maintain a minimum cumulative MU GPA of 2.75.

**70 credit hours**
Students with 70 or more credit hours who have not been admitted to their major area.

**Readmission**
A student who has been dismissed and declared ineligible to enroll may be readmitted only on the approval of the dean of the school or college in which the student desires to enroll. As a condition of readmission, the dean may set forth stipulations with regard to minimum standards of academic work that must be maintained by the student. If the student, after readmission, again becomes ineligible to re-enroll, their ineligibility normally is considered permanent.

**Minimum Grade in Journalism Courses**
Students must repeat any required journalism course in which they do not earn a grade of C- or higher. A student who fails to achieve a C- or better during the second attempt will be dismissed from the School of Journalism for lack of acceptable progress.

Students may be readmitted only with the consent of the faculty chair of the student’s major area and the associate dean for undergraduate studies. Before recommending approval for the student to re-enroll, the faculty chair will consult with the instructor or instructors of record in the required course to determine the likelihood of that student passing the course on the third attempt. The faculty chair will make a recommendation to the associate dean, who shall make the final decision to readmit or deny admission to the School of Journalism.

**Excessive Incomplete Grades**
A student may be placed on probation or dismissed for excessive incompletes at the discretion of the associate dean for undergraduate studies. In such cases, the associate dean shall set a time limit for successful completion of all the courses in which the student has an incomplete. The time limit will not exceed one calendar year from the scheduled completion of the course and may be of shorter duration. The associate dean also may place limitations on the number of additional credits hours in which the student may enroll until the incomplete grades
are resolved. If the student fails to finish the required courses within the
time limit set by the associate dean, the student is subject to dismissal.

Transfer Credit
The Office of Undergraduate Admissions, 230 Jesse Hall, determines
transfer equivalencies for the University, including the School of
Journalism. Transfer students from other accredited schools and
colleges in Missouri should check the MU website to see how coursework
will transfer to MU or contact the Office of Admissions. Students can also
contact the Journalism Student Services office to see how these courses
could apply toward the degree. The School of Journalism can accept
courses from other accredited journalism programs or from Missouri
colleges with which the School of Journalism has working agreements.
Current MU journalism students may not transfer journalism major
courses from other institutions.

Walter Williams Scholars Program
The School of Journalism attracts some of the best students at MU. The
School encourages high-achieving students to enroll in the MU Honors
College (http://honors.missouri.edu) and take honors courses whenever
possible. Such courses are taught by some of MU’s best professors.
The School recognizes incoming high-ability students with a special
designation and the following benefits:

Those students who have first been admitted to the Honors College
may be invited by the School of Journalism to receive additional benefits
through the Walter Williams Scholars program. The program is designed
for the top tier of an already exceptional group.

Qualifications: To be invited into the exclusive circle of top Walter
Williams Scholars, incoming freshmen must first apply and be accepted
to the MU Honors College (https://honors.missouri.edu).

Additionally, applicants must:

• Earn an ACT composite score of 33 or a combined SAT score of
1450 and
• Rank in the top 20 percent of the high school class (if the school
ranks) or have a weighted Core GPA of 3.5 or higher.

Admission is by invitation only.

Benefits:

• Additional renewable scholarship funds directly from the School of
Journalism.
• Placement in a special Freshman Interest Group, space permitting.
• Assigned individual faculty mentors.
• A $1,000 scholarship that can be used for School of
Journalism global programs (http://www.mujournalismabroad.com),
including our New York or Washington programs. The scholarship
can be used at any time before graduation.
• Automatic admission to the one-year BJ/MA program at the School
of Journalism, which allows students to complete their graduate
degrees in one year rather than two. Admission is contingent upon
the following criteria:
  • Maintenance of a 3.25 GPA in your journalism coursework and
for your cumulative average, throughout your undergraduate
career;
  • Submission of a complete MA application, including payment of
the application fee, and with two (out of three) of your letters of
recommendation from journalism faculty. You do not need to take
the GRE.

To make the most of the program, the School encourages high-ability
students to apply to the MU Honors College (http://honors.missouri.edu)
and take honors courses whenever possible.

Graduate

About Our Graduate Programs
The University of Missouri’s School of Journalism is the recognized
leader for graduate study in journalism and strategic communication,
having awarded the first master’s and doctoral degrees in journalism in
1921 and 1934, respectively.

The Missouri Method is the time-honored process of journalism and
strategic communication education: Graduate students gain valuable
research-based, managerial experience while honing tactical skills.
We operate the only network affiliate (NBC) television station in the
country used to train journalism students. We publish a community daily
newspaper (not a campus paper), and we operate four major web sites,
local magazine and an international magazine. Students also may train
at our campus-based NPR affiliate. Our strategic communication students
design media campaigns for local and national clients. Examples: Our
students have created advertising and public relations campaigns for
Nokia, Apple, Dr Pepper, Anheuser-Busch, Duncan Hines, DuPont, Dow
Chemical, Kinko’s, Eastman Kodak and many other leading international
brands. Graduate studies in CAFNR are taking an innovative, high-
tech approach to traditional agriculture, food and natural resources.
Our students are highly engaged with expert faculty mentors who are
impacting the future with findings on health breakthroughs, sustainable
agriculture techniques and food safety. Prospective students are able to
choose from a range of academic programs consistently recognized for
excellence.

Note: Prospective graduate students must apply to both the degree
program of interest and to the MU Office of Graduate Studies. In most
cases, the entire application process may be completed online. Find
admission and application details by selecting the degree program of
interest in the left navigation column.

We operate educational programs in Washington, D.C., New York, and
Brussels where many of our students carry out their capstone projects
or do research. We also partner with educational programs around the
world.

Our 80+ faculty members have earned impressive credentials from years
of working in journalism and strategic communication. School resources
include an extensive journalism library and Freedom of Information
Center, Center for Advanced Social Research, and the Stephenson
Research Center, named for the late William Stephenson, known globally
as the inventor of Q-methodology.