Code # COM25

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|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Bonnie Thrasher, [bthrasher@astate.edu](mailto:bthrasher@astate.edu), 870-972-2979

**2.Proposed Change**

**Page 421 in Bulletin**

**JOUR 4053. ~~Public Affairs~~ Reporting** ~~IInstruction~~ and practice in gathering material and ~~writing~~ stories on public affairs, emphasis on courts ~~and~~ government. ~~Requires three hours of laboratory work per week~~. Prerequisite, C or better in JOUR 2013 or consent of instructor. Spring.

**To**

**JOUR 4053. Advanced Reporting** Instruction and practice in gathering material and reporting stories on public affairs, emphasis on courts, government and data-driven reporting. Must be taken with lab JOUR 4050. Prerequisite, C or better in JOUR 2013 or consent of instructor. Spring.

**3.Effective Date**

Fall 2013

**4.Justification**

Changes course name to better reflect that it is the senior reporting course.

Corrects misspelling.

Changes description to better reflect the multimedia nature of today’s news reporting.

Changes description to clarify that student must take the corresponding lab class.

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**JOUR 3093. Photojournalism** Practical experience with digital photography and layout for print media, use of image editing software, color theory, scanning input and output devices. Students required to submit projects for student publications and cover news events. Requires three hours of laboratory work per week. Prerequisites, JOUR 2003 and JOUR 3043 or consent of instructor. Special course fee, $10.00. Spring.

**JOUR 3363. Communications Research** Study and use of research tools and theories available for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied research as applied to the media. Cross listed as RTV 3363. Fall, Spring.

**JOUR 3373. Introduction to Internet Communications** Introductory course in the use of the internet as a communication delivery system. The course addresses Internet history, its develop­ment and future applications for communications. Basic computer competency required. Cross Listed RTV 3373. Fall, Spring.

**JOUR 3673. Desktop Publishing and Publication Design** Electronic publishing and publication design using desktop publishing software programs. Fall, Spring, Summer. Course Fee $25.00

**JOUR 3943. Strategic Writing** Writing forms and styles across multimedia platforms. Funda­mentals and practice in preparation of strategic messages for various channels of communications, including controlled and uncontrolled media. Students will develop skills in information gathering, writing styles, editing, critical thinking and audience analysis. Prerequisites: JOUR 2003 and either PR 3003 or JOUR 3023. Fall, Spring.

**JOUR 4003. Media Planning and Account Management** This is an advanced advertising course in strategic media placement and the management of client/agency relationships. Spring.

**JOUR 4010. Advanced Photojournalism Laboratory** Laboratory for Advanced Photojournalism. Must be taken concurrently with JOUR 4013. Fall.

**JOUR 4013. Advanced Photojournalism** Digital photojournalism with emphasis on ethics and role of photojournalist in society. Students are expected to prepare a portfolio of work upon completion of the course. Six hours of laboratory work per week. Prerequisite, JOUR 3093. Special course fee, $25.00. Fall.

**JOUR 4033. Advertising Case Studies and Campaigns** Study of recent advertising cases and campaigns involving business, industry, institutions and government. Students create a compre­hensive advertising campaign for a given client. Prerequisite, JOUR 3033, JOUR 3143 and JOUR 3363. Spring.

**JOUR 4043. Studies in Newspaper Management** Study of business and editorial management of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotional problems. Fall, even.

**JOUR 4050. Public Affairs Reporting Laboratory** Laboratory for Public Affairs Reporting. Must be taken concurrently with JOUR 4053. Spring.

**JOUR 4053. ~~Public Affairs~~ Advanced Reporting** ~~IInstruction~~ Instruction and practice in gathering material and ~~writing~~ reporting stories on public affairs, emphasis on courts, ~~and~~ government, and data-driven reporting. ~~Requires three hours of laboratory work per week~~. Must be taken with lab JOUR 4050. Prerequisite, C or better in JOUR 2013 or consent of instructor. Spring.

**JOUR 4063. Internship** Supervised work in an approved media-related industry. Prerequisite, consent of the department chair. Summer.

**JOUR 4073. Communications Law and Ethics** Legal and ethical limitations and privileges af­fecting the mass media. Cross listed as RTV 4073. Fall, Spring, Summer.

**JOUR 4083. Sports, Business and Opinion Writing** Techniques of newswriting and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisite, C or better in JOUR 2013 or consent of instructor or department chair. Spring, odd.

**JOUR 4113. Integrated Communications Strategies** Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, JOUR 3023, PR 3003, or MKTG 3013. Fall, Spring.

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