

MISSOURI SCHOOL OF JOURNALISM



Missouri School of Journalism
University of Missouri

JOURNALISM.MISSOURI.EDU

WELCOME TO THE MISSOURI SCHOOL OF JOURNALISM

MEET THE MISSOURI METHOD.

In 1908, Walter Williams founded the world's first school to offer a journalism degree. The Missouri School of Journalism is still the most renowned to this day.

The "J-School," as it's often called, awarded the world's first undergraduate degree in journalism (1909), master's degree in journalism (1921) and doctorate in journalism (1934).

Located at the heart of Mizzou's beautiful campus, the J-School is where storytellers of all kinds can find their voices working in

professional newsrooms and agencies. We call this hands-on philosophy of learning-by-doing the "Missouri Method."

Today, the Missouri Method allows students to gain hands-on career experience in five professional newsrooms — including an NBC affiliate, an NPR-member station and a digital first community newspaper — and two advertising agencies with paying local, state and national clients.

Your story starts here! [JOURNALISM.MISSOURI.EDU](https://journalism.missouri.edu)

FOUR-YEAR PLAN

Our curriculum provides students with the opportunity to learn journalism and strategic communication in small class settings starting their first semester on campus.

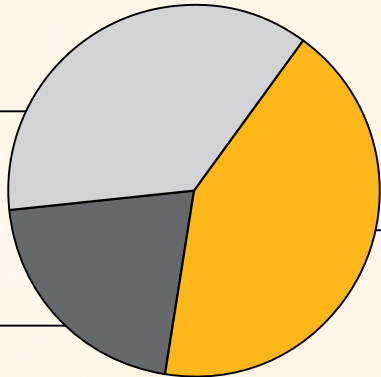
OVERVIEW OF THE CURRICULUM

General Education

(44-45 credit hours)

Upper-Level Non-Journalism

(25 credit hours)



Journalism

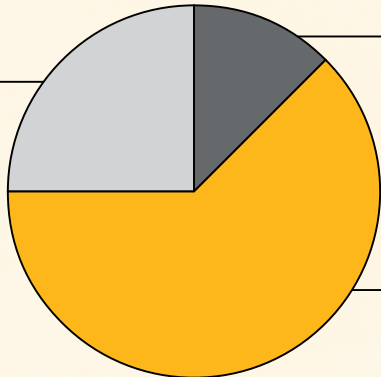
(51 credit hours)

After completing core theory and practice classes, students select a career path, specialty classes and a capstone to hone their skills.

Career Path

(6 credit hours)

Cross Platform Editing and Producing
Photojournalism and Documentary
Reporting and Writing
Social Media and Audience Strategy
Strategic Communication
Television



Capstone

(3 credit hours)

Specialty Classes

(15 credit hours)

JOURNALISM CORE CLASSES

Year 1 & 2

Principles of Journalism in Democracy
Fundamentals of Visual Journalism and Strategic Communication
Fundamentals of Written Journalism and Strategic Communication
Applied Projects for Journalism and Strategic Communication
Audiences and Persuasion
Social Media Foundations and Practice
Cross Cultural Journalism

Year 3 & 4

Career Path Classes
Communications Law
History of American Journalism
History of Photojournalism
Capstone Classes

SPECIALTY CLASSES

Year 3 & 4

Account Management	Investigative and Data Journalism	Social Leadership
Art Direction	Magazine Writing	Sports and Entertainment Promotion
Business Journalism	Media Planning	Sports Journalism
Copywriting	Photojournalism Editing	Strategic Communication Research
Design	Podcasting	Television Reporting
Digital Strategy	Print and Digital Reporting	Television Producing
Documentary Journalism	Public Relations	Visual Storytelling
Editing	Radio	Visual Editing and Management
Government Journalism	Science, Health and Environmental Journalism	
Innovation and Technology		
International Journalism		

Scan the QR code for more information and official course descriptions.



START YOUR **CAREER** BY YOUR **SENIOR YEAR**

MISSOURI JOURNALISM STUDENTS GRADUATE WITH RELEVANT INDUSTRY EXPERIENCE

It's a fact: an official survey* showed more than 98% of 2022 Missouri Journalism graduates had found employment or were in grad school within six-months of graduation.

That's because J-School students begin working in professional newsrooms and advertising

agencies while still in school. You can graduate with the equivalent of a year's professional experience — or more — already on your resume.

*The University conducts outcomes surveys of graduates. Full details are at undergradtestudies.missouri.edu/career-outcomes

INTERNSHIPS AND CAREER SERVICES

Journalism students earn spots in competitive internships regionally, nationally and worldwide. Media companies routinely send recruiters to the School of Journalism to interview students

for both internships and full-time employment. Organizations that recruit here include CBS, CNN, ESPN, NBC, Reuters, The Wall Street Journal and more.





THIS IS WHERE COLLEGE MEETS CAREER

You won't pretend to be a journalist while you're in school. You'll **be a journalist**. Whether your interest is sports, business, environment, science, investigative, entertainment, documentary or something else, a Missouri Journalism degree will help you tell the stories you want to tell today.

OUR NEWS OUTLETS:

KBIA-FM

Mid-Missouri's NPR-member station, where students use audio, photos, video and text to produce newscasts, long-form stories, talk shows and podcasts.



KOMU-TV

The only university-owned commercial television station and NBC affiliate where students cover major news, sports and entertainment as multiplatform reporters, producers and anchors.



Missouri Business Alert

A digital newsroom that keeps business decision makers and entrepreneurs informed about the stories important to them, from corporate boardrooms to the state Capitol.



The Missourian

A digital-first community newsroom where students report, shoot and edit news and sports. Published work is optimized for social media, mobile and web, with print editions delivered five days a week.



Vox

A cross-platform city magazine where students write, edit and design a monthly print edition and daily multimedia website content, providing insight on local news and culture.



OUR AGENCIES:

AdZou

A fully-integrated strategic communication agency where graduating seniors work in teams to research and create campaigns for local, regional and non-profit clients like Fox Sports Midwest, Missouri Department of Conservation and Heart of Missouri United Way.



MOJO Ad

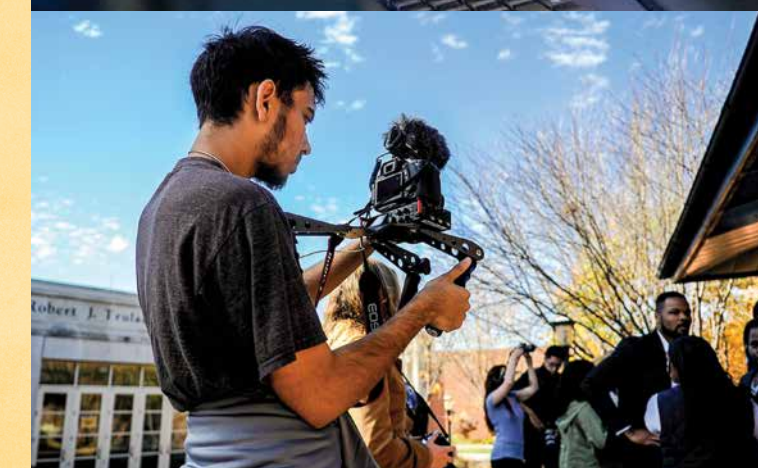
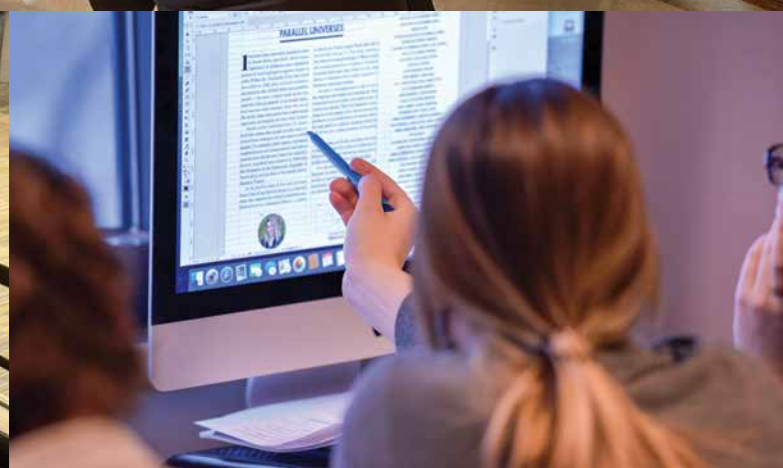
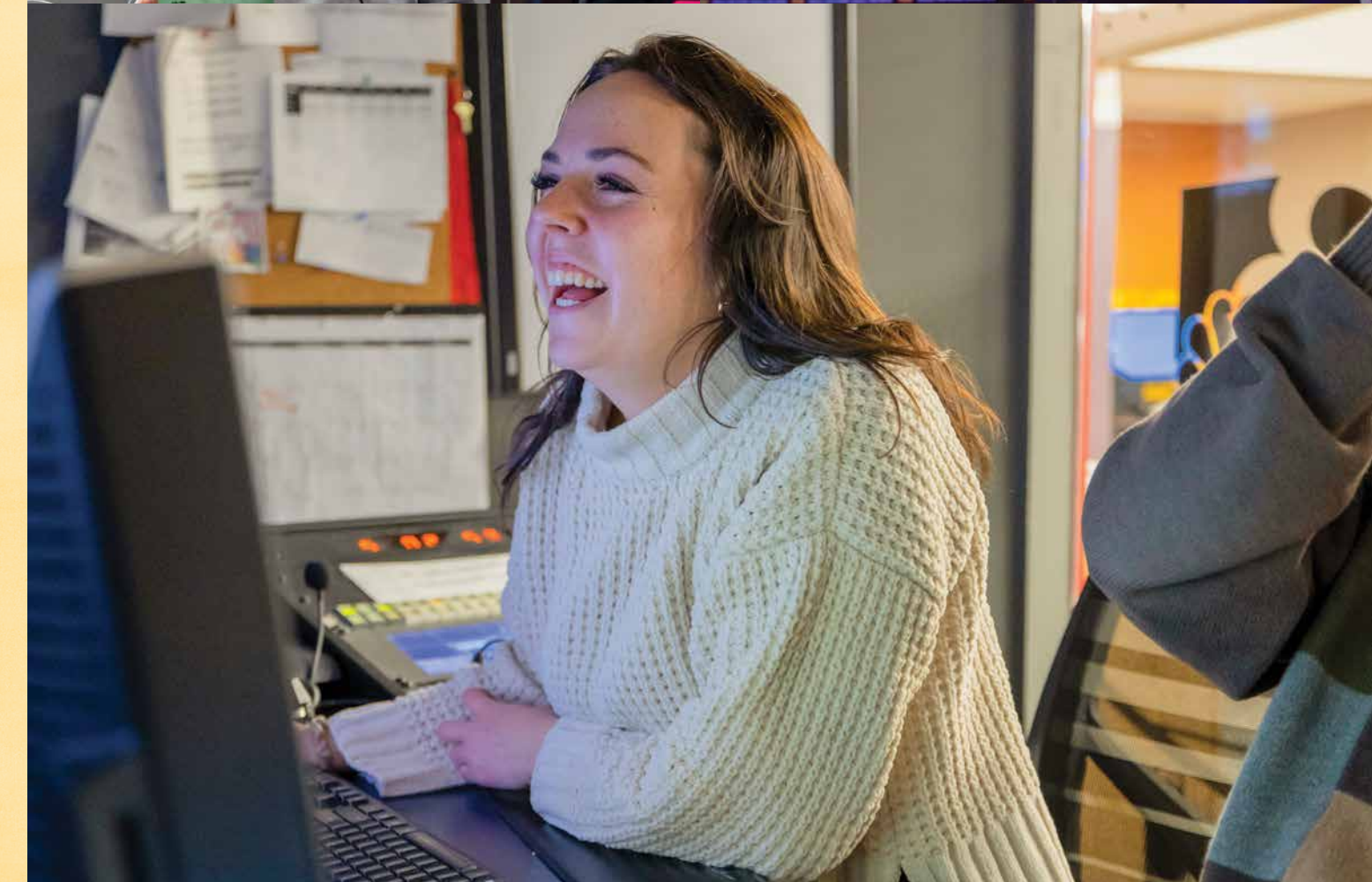
Staffed by strategic communication students entering their last year, MOJO Ad embraces the School's "Missouri Method" of hands-on training through the experience of working in an agency environment. With an emphasis the youth and young adult audience (18-24 years old), MOJO Ad clients include nationally recognized brands such as Almond Breeze, Ford Motor Company, Ocean Spray, Sour Patch Kids and Warner Brothers.



"I fall more and more in love with this campus every day. With one of the best journalism programs in the country, I knew Mizzou would prepare me for the working world in a way no other school could. I am challenged to be the best I can be through a real hands-on experience."
— Janelle, Journalism



"The hands-on experiences and resources available give you the tools to reach your goals."
— Athena, Strategic Communication





HANDS-ON OPPORTUNITIES ABOUND BEGINNING YOUR FIRST YEAR

UNDERGRADUATE RESEARCH

Throughout their undergraduate experience, students have an opportunity to participate in undergraduate research. From the campus STAR program, Discovery Fellowships, individual faculty mentorship, and market research embedded in coursework, students will find themselves well-prepared for the critical thinking necessary to succeed in their career or graduate school.

FIELD ASSIGNMENTS

Missouri students can travel the country — and the world — while filing deadline-driven stories. Field assignments have taken Missouri students all the way to China to cover tennis, around the country to SEC sporting events and to Stockholm, Sweden to cover the Nobel Prize.

SPORTS REPORTING

Students gain valuable experience as they help provide coverage of more than 40 regional high school football games by volunteering for the School's NBC affiliate KOMU-TV's Friday Night Fever, a weekly multi-media program. With an average of 25 volunteers, ranging from freshmen to seniors, KOMU covers more than 15 games weekly through social media and on-air.

ENVIRONMENTAL REPORTING

The School's Mississippi River Basin Ag & Water Desk is a collaborative reporting network providing in-depth journalism and communication about water, agriculture and environmental issues across the Mississippi River Basin.

POLITICAL REPORTING

Students cover Missouri politics in Jefferson City as part of the School's State House Reporting Program. They are not only producing stories for the school's professional newsrooms, but also filing them for use across the state through partnerships with the Missouri Press Association (MPA) and Missouri Broadcasters Association (MBA).

...THERE'S MORE

JONATHAN B. MURRAY CENTER FOR DOCUMENTARY JOURNALISM

Students use the latest techniques in cinematic nonfiction to create documentaries across a wide range of subjects in one of the only undergraduate documentary journalism program in the country. The program culminates with the Stronger than Fiction film festival where graduating students showcase their own documentaries on the big screen for friends and family.



DAVID NOVAK LEADERSHIP INSTITUTE

Through innovative courses, hands-on programs, mentors and industry partnerships, the Novak Leadership Institute helps students develop their leadership skills. Curriculum combines principles from advertising and marketing with a people-first approach to leadership.



DONALD W. REYNOLDS JOURNALISM INSTITUTE (RJI)

The Reynolds Journalism Institute offers state-of-the-art resources and space to work with professors, students and the news industry to envision — and create — the future of journalism and strategic communication. RJI funds summer innovation internships where students are placed in newsrooms around the country.



WHERE WILL YOUR STORY LEAD?

**WHEREVER YOU
WANT TO GO, A
JOURNALISM
DEGREE CAN
GET YOU THERE.**



Journalism students find successful careers in a range of disciplines with one factor in common: storytelling.

At the Missouri School of Journalism, you'll gain the skills needed to engage, entertain and inspire audiences across platforms.

And the best part? Our philosophy of learning-by-doing will take you far beyond the walls of a classroom.

Work side-by-side with the pros covering sports, news and world events. Report breaking news via social media. Create ads that shape pop culture. Produce the next game-changing documentary.

Millions of stories are waiting to be told. How you'll tell them is up to you.

OPEN UP A WORLD OF OPPORTUNITIES

Nearly half of all Missouri journalism students study away. The J-School's global programs allow you to earn journalism credit while gaining work experience on another continent. Studying away doesn't have to mean going abroad — we also offer internship programs in New York and Washington, D.C.

Students can choose from a growing number of exchange, internship and short-term programs including:

J-School headquarters in Barcelona, Brussels, Delhi, New York and Washington, D.C.

- Faculty-led program in Florence and London
- Strategic communication programs in Prague and Tokyo
- Direct exchange programs with a dozen universities worldwide
- Hands-on experience across six continents



“I wanted a school that wouldn't just teach me the theory behind what I was learning, but a school that actually let me put into practice the skills I was learning.”
— Eileen, Journalism

“I realized that my favorite writers who were writing about things I thought were cool went to this school. I figured I had come to the best journalism school, and my decision has only been validated since being here.”
— Avery, Journalism



JOIN THE JOURNALISM FAMILY & NETWORK

The world's largest and most engaged journalism alumni network helps promote the careers of graduates and students alike. Missouri Journalism alumni work in top media organizations and strategic communication agencies around the globe and often share their skills or serve as mentors to rising students and recent alumni.



JOHN ANDERSON

Anchor, ESPN SportsCenter



RYAN BROWN

Senior Copywriter, Leo Burnett



BEATRIZ COSTA LIMA

Video Editor, Amazon



ELISE HU

Journalist, podcaster, maker of media, NPR, TED, VICE News and more



ALEXIS JOHNSON

PR Manager & Head of Social Impact, Beats by Dre at Apple



NICK KELLY

Alabama football/men's basketball reporter, The Tuscaloosa News/USA TODAY Network



KATY MERSMANN

Social Media Specialist, NASA



DANI WEXELMAN

On-Air Host/Reporter, Sports focused



NISCHELLE TURNER

Host, Entertainment Tonight



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