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

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

Scan the QR code for more information and official course descriptions.
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 undergraduate.studies.missouri.edu/career-outcomes

MISSOURI JOURNALISM STUDENTS GRADUATE WITH RELEVANT INDUSTRY EXPERIENCE

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.
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.

Students studying strategic communication explore the worlds of advertising and public relations. But they don’t just study it in the classroom. They experience it through the Missouri Method – solving real-world problems, working with clients and learning not only from faculty but also from leading industry professionals.

OUR NEWS OUTLETS:

KBIA-FM
Mid-Missouri’s NPR-member station, where students use audio, photos, video and text to produce news, 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 in multimedia reports, 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.

THIS IS WHERE COLLEGE MEETS CAREER

You want to work as a journalist while you’re in school. You like a journalist. Whether your interest is sports, business, environment, science, investigation, entertainment, documentary or something else, a Missouri Journalism degree will help you chart the course you want to take today.

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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).

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.

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:

- 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

WHERE WILL YOU WANT TO GO, A JOURNALISM DEGREE CAN GET YOU THERE.
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