

Bachelor of Arts and Bachelor of Science

A student majoring in journalism may earn either the BA or BS degree, each requiring a minimum of 128 semester hours. General requirements for the BA are given in the College of Arts and Sciences section and under “University Core Curriculum Requirements” in the Academics section of this catalog. General requirements for the BS are the same, including the arts and sciences core; however, some alternative courses are available for some of the core requirements.

For the BS degree, a concentration in a field outside journalism may be fulfilled in one of two ways: (1) two 18-hour concentrations, each including at least 6 advanced hours; or (2) one 30-hour concentration, including at least 18 advanced hours, with courses approved in advance by the Department of Journalism. All BS students must take MATH 1680 rather than MATH 1600 or 1650.

The University Core Curriculum competence requirement in oral communication is met by the 33-hour major in journalism.

Major in Journalism

Following is one suggested four-year degree plan. Students are encouraged to see their adviser each semester for help with program decisions and enrollment.

BA with a Major in Journalism

Advertising Concentration

FRESHMAN YEAR

FALL	HOURS
ENGL 1310, College Writing I	3
JOUR 1210, Survey of Mass Communication ¹⁴	3
MATH 1100, College Algebra ⁴	3
PSCI 1040, American Government	3
CSCI ¹	3
Wellness ¹¹	2-3
Total	17-18

SOPHOMORE YEAR

FALL	HOURS
ENGL 2210, World Literature I	3
HIST 2610, United States History to 1865 ¹²	3
JOUR 2310, Newspaper Reporting and Writing	4
Natural Science ⁹	4
Visual and Performing Arts	3
Total	17

JUNIOR YEAR

FALL	HOURS
JOUR 4040, Advertising Media and Marketing	3
LANG 2040, Foreign Language (intermediate) ³	3
JOUR (advanced) ⁴⁵	3
Laboratory Science (choice) ⁹	4
Minor ^{43,44}	3
Total	16

SENIOR YEAR

FALL	HOURS
JOUR 4060, Case Studies in Advertising	3
Free Elective (advanced) ¹⁶	3
Free Elective (advanced) ¹⁶	3
Minor ^{43,44}	3
Minor (advanced) ^{43,44}	3
Total	15

FRESHMAN YEAR

SPRING	HOURS
ENGL 1320, College Writing II	3
JOUR 2010, Principles of Advertising	3
MATH 1600, College Math with Calculus ⁵	5
PSCI 1050, American Government	3
Understanding of Ideas and Values ¹⁷	3
Total	17

SOPHOMORE YEAR

SPRING	HOURS
ENGL 2220, World Literature II	3
HIST 2620, United States History Since 1865 ¹²	3
JOUR 2020, Advertising and the Creative Process	3
JOUR 3010, Advertising Sales and Promotion	4
Physical Science ⁹	4
Total	17

JUNIOR YEAR

SPRING	HOURS
ECON 1110, Principles of Macroeconomics	3
JOUR 4050, Advertising Copywriting	3
LANG 2050, Foreign Language (intermediate) ³	3
JOUR (advanced) ⁴⁵	3
Minor ^{43,44}	3
Total	15

SENIOR YEAR

SPRING	HOURS
JOUR 4070, Advertising Campaigns	3
Free Elective (advanced) ¹⁶	3
Free Elective (advanced) ¹⁶	2
Minor (advanced) ^{43,44}	3
Minor (advanced) ^{43,44}	3
Total	14

Actual degree plans may vary depending on availability of courses in a given semester.

Some courses may require prerequisites not listed.

See Arts and Sciences folding key (#2) for footnotes.

Supplemental Information for the Advertising Concentration

1. Required journalism courses are JOUR 1210, 2010, 2020, 2310, 3010, 4040, 4050, 4060 and 4070, and two courses from 2700, 4055, 4800, 4200, 4420, 4620 and 4850.
2. Students must take at least 18 hours in the College of Business Administration, including MKTG 3650 and 4120, MGMT 3820, plus 9 hours approved by the Department of Journalism.