



Guided Pathway
 AA/AS General Studies to Bachelor of Arts in
 Journalism with a Public Relations Concentration
 and a minor in Consumer Experience Management
 Effective spring 2019



Assumes community college education included ENGL 1301 and 1302 (or 2311), MATH 1325 and 1342, SPCH 1315 or 1321, GOVT 2305 and 2306, ECON 2301 and 2302, BCIS 1305, ACCT 2301 and 2302, HIST 1301 and 1302, as well as courses to complete the creative arts, sciences, culture, and component areas of the university core curriculum. An advisor can assist with modification of the plan below if any of these assumptions are not met. Sample pathway shows a minor in Consumer Experience Management. Another minor could be selected in consultation with an advisor. See footnote below.

Third Year – University of North Texas (2019)

Students must fulfill UNT admissions requirements which can be found on the UNT website.

SPRING 2019

JOUR 2000 Principles of Advertising and Public Relations (3 CH)
MKTG 3650 Foundations of Marketing Practice (3 CH)
CHMT 3950 Creating Consumer Experiences (3 CH)#
DRTL 3090 Consumer Engagement in Digital Channels (3 CH)#
MDSE 2750 Consumers in a Global Market (3 CH)#
15 credit hours

FALL 2019

JOUR 3210 Applied Design for Advertising and Public Relations (3 CH)
JOUR 3321 News Reporting, Writing and Editing (3 CH)
JOUR 3400 Fundamentals of Public Relation Practices (3 CH)
JOUR 3410 Public Relations for Non-profits (3 CH)
Advanced Level Social Science (From ANTH, SOCI, PSYC, HIST, PSCI, ECON, GEOG, SOWK, PHIL)
15 credit hours

Fourth Year – University of North Texas (2020)

SPRING 2020

JOUR 3420 Public Relations Writing (3 CH)
JOUR 3200 Mass Communication Research Methods (3 CH)
JOUR elective (3 CH)
JOUR elective (3 CH)
MDSE 3750 Consumer Studies (3 CH)#
15 credit hours

SUMMER - 2020

JOUR 4270 Strategic Social Media (3 CH)
JOUR 4800 or 4805 or 4815 (1 CH)
4 credit hours

FALL 2020

JOUR 4460 Public Relations Communication (3 CH)
JOUR 4470 Ethics, Law and Diversity in Advertising and Public Relations (3 CH)
JOUR elective (3 CH)
RETL 4330 Consumer Analytics and Data Visualization (3 CH)#
Consumer experience elective (3 CH)#
15 credit hours

For questions about the Consumer Experience Management major in Frisco, Contact the Office of Advising Services at (940) 565-3633 or untadvising@unt.edu..



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This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.

#You may take a different Interdisciplinary concentration or substitute other courses within this concentration. See you advisor to develop an appropriate plan. **If a minor is chosen outside of Consumer Experience Management OR outside of the Social Sciences – then a student would need 6 more hours of advanced hours of Social Science Courses to meet the Journalism School Requirement of 12 advanced hours of social science coursework.**

Collin College Options

Life & Physical Sciences – choose two from: **BIOL** 1406, 1407, 1414, 1415, 2401, 2402, 2406, 2416, 2421, **CHEM** 1411, 1412, 2423, 2425, **ENVR** 1401, 1402, **GEOL** 1403, 1404, **PHYS** 1401, 1402, 2425, 2426. (AA and AAT degrees may also choose from: **BIOL** 1408, 1409, 2404, 2420, **CHEM** 1405, **GEOL**, 1401, 1402, 1445, 1447, **PHYS** 1403, 1404, 1405, 1410, 1415, 1417)

History – choose two from: **HIST** 1301, 1302, 2301

Language, Philosophy, & Culture - choose one from: ENGL 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343, HIST 2311, 2312, 2321, 2322, HUMA 1301, PHIL 1301, 1304, 2303, 2306, 2307, 2321

Creative Arts - choose one from: **ARTS** 1301, 1303, 1304, 1313, **DANC** 2303, **DRAM** 1310, 2361, 2362, 2366, **MUSI** 1306, 1307, 1310

Social and Behavioral Sciences – choose one from: **ANTH** 2302, 2346, 2351, **ECON** 2301, 2302, **PSYC** 2301, **SOCI** 1301, 1306

Elective – choose one from: **EDUC** 1300, **PHED** 1164, 1304, 1338, OR any core course not used to meet other requirements.

Required Electives - choose at least 18 hours from one or multiple areas of choice. **For AS degree** one must be a MATH course. **For AA degree** one must be a sophomore level literature course if one was not selected from another category.

v. 3-2019