

Bachelor of Arts in Journalism – Advertising 2015-2016

UNT CORE REQUIREMENTS	SCHOOL REQUIREMENTS
<p>COMMUNICATION (ENGLISH COMP & RHETORIC) 6 hrs. <i>A grade of C or higher is required for all UNT students</i></p> <p>ENGL 1310 3 hrs. <input type="checkbox"/> ENGL 1320 3 hrs. <input type="checkbox"/></p>	<p>ELEMENTARY PROBABILITY & STATISTICS 3-4 hrs.</p> <p>MATH 1680 <input type="checkbox"/></p>
<p>MATHEMATICS <i>See School of Journalism requirements.</i> <input type="checkbox"/></p>	<p>FOREIGN LANGUAGE 6 hrs.</p> <p>LANG 1010 <input type="checkbox"/> LANG 1020 <input type="checkbox"/></p> <p><i>Language options: Arabic, Chinese, French, German, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, Sign Language (SPHS), Spanish. *See Foreign Language Dept. for placement exam information*</i></p>
<p>LIFE & PHYSICAL SCIENCES 6 hrs. <i>Any from Approved List of Classes</i></p> <p>_____ <input type="checkbox"/> _____ <input type="checkbox"/></p>	<p>ADVANCED SOCIAL SCIENCE COURSES</p>
<p>CREATIVE ARTS 3 hrs. <i>Any from Approved List of Classes</i></p> <p>_____ <input type="checkbox"/></p>	<p>Three courses (9 hrs.) at the 3000/4000 level in the following areas of study: ANTH, ECON, GEOG, HIST, PHIL, PSCI, PSYC, SOWK, SOCI</p> <p>_____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/></p>
<p>LANGUAGE, PHILOSOPHY & CULTURE 3 hrs. <i>Any from Approved List of Classes</i></p> <p>_____ <input type="checkbox"/></p>	<p>MARKETING FOUNDATIONS</p>
<p>AMERICAN HISTORY 6 hrs.</p> <p>HIST 2610 3hrs. <input type="checkbox"/> HIST 2620 3hrs. <input type="checkbox"/></p>	<p>MKTG 3650 Marketing Foundations 3 hrs. <input type="checkbox"/></p>
<p>GOVERNMENT/POLITICAL SCIENCE 6 hrs.</p> <p>PSCI 1040 3hrs. <input type="checkbox"/> PSCI 1050 3hrs. <input type="checkbox"/></p>	<p>MINOR OF CHOICE</p>
<p>SOCIAL & BEHAVIORAL SCIENCE 3 hrs. <i>Any from Approved List of Classes</i> <input type="checkbox"/></p>	<p>A minor of 18 – 21 hours is required for all JOUR majors.</p> <p>_____ <input type="checkbox"/></p> <p><i>*A complete list of minors can be found at catalog.unt.edu*</i></p>
<p>DISCOVERY 3 hrs. <i>JOUR 1210 – Mass Communication & Society "C" or higher required for all JOUR students</i> <input type="checkbox"/></p>	<p>ELECTIVES</p>
<p>CAPSTONE 3 hrs. <i>Final semester course. Ask your advisor</i> <input type="checkbox"/></p>	<p>Elective hours will vary for all students. All Mayborn students will be required to visit their academic advisor to determine the appropriate hours needed for elective credit.</p>
	<p>Freshman Level = 1- 29 credit hours Sophomore Level = 30- 59 credit hours Junior Level = 60- 89 credit hours Senior Level = 90 + credit hours</p>

Students majoring in the Journalism program are responsible for completing all requirements on the degree plan. For additional program information, contact the Mayborn School of Journalism Office of Student Advising at (940) 565-3365 or in GAB 107. A minimum of 120 hours, including 42 advanced hours and 65 liberal arts hours outside of the Mayborn School of Journalism, is required for graduation. A 2.5 JOUR GPA is required for graduation with any B.A. Journalism degree.

Advertising Major Requirements

FOUNDATION COURSES 9 hrs.	
JOUR 1210 Mass Communication & Society	<input type="checkbox"/>
JOUR 2000 Principles of Ad. and P.R.	<input type="checkbox"/>
JOUR 2310 Introduction to Media Writing*	<input type="checkbox"/>
<i>*GSP and ENGL 1310/1320 are required to enroll in JOUR 2310.</i>	
REQUIREMENTS FOR UPPER LEVEL COURSES	
ENGL 1310 & 1320 "C" or higher	<input type="checkbox"/>
MATH 1680 or equivalent	<input type="checkbox"/>
Three journalism foundation courses	<input type="checkbox"/>
2.5 JOUR GPA or higher	<input type="checkbox"/>
Completion of the GSP Test	<input type="checkbox"/>
Application to the major	<input type="checkbox"/>
LEVEL 1 – COMMUNICATION & ANALYSIS 9 hrs.	
<i>Prerequisite: Completion of Foundation Courses</i>	
JOUR 3210 Applied Design for Ad. and P.R.	<input type="checkbox"/>
JOUR 3020 Advertising Account Planning	<input type="checkbox"/>
JOUR 3040 Advertising Media Strategy	<input type="checkbox"/>
LEVEL 2 – WRITING & VISUAL COMMUNICATION 9 hrs.	
<i>Prerequisite: Jour 3210, Jour 3020, Jour 3040</i>	
JOUR 3050 Advertising Creative	<input type="checkbox"/>
JOUR 3055 Visual Strategy	<input type="checkbox"/>
<i>*Co-requisites. Must be taken together*</i>	
JOUR 3070 Ad Agency Management	<input type="checkbox"/>
LEVEL 3 - SENIOR COURSEWORK 6 hrs.	
<i>Prerequisite: Completion of Level 2 Coursework</i>	
JOUR 4070 Advertising Campaigns	<input type="checkbox"/>
JOUR 4470 Ethics, Law & Diversity for Ad. and P.R.	<input type="checkbox"/>
JOUR PROFESSIONAL APPLICATION II 1 hr.	
<i>*Senior level only. Application & department approval needed to enroll*</i>	
JOUR 4800 Professional Internship	<input type="checkbox"/>
JOUR 4900/4910 Special Problems	<input type="checkbox"/>
JOUR 4810 Ad. or P.R. Practicum	<input type="checkbox"/>
GRAMMAR, SPELLING AND PUNCTUATION TEST	
<p>All undergraduate journalism students must pass the Grammar, Spelling and Punctuation (GSP) Test to enroll in foundation courses and to take advanced level journalism coursework. More information about the GSP and when the test is being offered can be found at:</p> <p>https://journalism.unt.edu/undergraduate/GSP</p>	

PROFESSIONAL APPLICATION I 3 hrs.	
JOUR 3410 Public Relations for Non-Profit	
<i>Prerequisite: none</i>	
JOUR 4012 Direct & Interactive Response (Maymester only)	
<i>Prerequisite: none</i>	
JOUR 4020 Advertising Industry in New York (Maymester)	
<i>Prerequisite: Application Required</i>	
JOUR 4051 Advertising Creative II	
<i>Prerequisite: JOUR 3050</i>	
JOUR 4052 Advertising Portfolio	
<i>Prerequisite: Jour 3050, Jour 4051, by application only</i>	
JOUR 4270 Strategic Social Media	
<i>Prerequisite: Junior Level</i>	
JOUR CRITICAL THINKING 3 hrs.	
JOUR 3020 Advertising Account Planning satisfies the Critical Thinking requirement.	
JOUR ELECTIVES 9 hrs.	
<i>*Choose three classes*</i>	
JOUR 3400 Fundamentals of Public Relations Practices	
<i>Prerequisite: Foundation courses complete</i>	
JOUR 4075 Advertising Campaigns Competition	
<i>Prerequisite: Application Only</i>	
JOUR 4210 Topics in Journalism/Mass Media	
<i>Prerequisite: none</i>	
JOUR 4240 Comparative Int'l Media Systems	
<i>Prerequisite: Junior Level</i>	
JOUR 4250 Race, Gender & the Media	
<i>Prerequisite: Junior Level</i>	
JOUR 4440 Public Relations Case Studies	
<i>Prerequisite: Jour 3020 or Jour 3321</i>	
JOUR 4820 History of American Media (Spring only)	
<i>Prerequisite: Junior level</i>	
JOUR Study Abroad	
<i>Prerequisite: Application Required</i>	
Notes	