Bachelor of Arts in Journalism – Advertising
2014-2015 Requirements

**UNT CORE REQUIREMENTS**

| COMMUNICATION (ENGLISH COMP. & RHETORIC) (6 hrs.) |  |
| "C" or higher required for all UNT students |  |
| ENGL 1310 (3hrs.) |  |
| ENGL 1320 (3hrs.) |  |

**SCHOOL REQUIREMENTS**

| ELEMENTARY PROBABILITY & STATISTICS (3-4 hrs.) |  |
| MATH 1680 or 1681 |  |

| FOREIGN LANGUAGE (6 hrs.) |  |
| LANG 1010 (3hrs.) |  |
| LANG 1020 (3hrs.) |  |

Language options:
Arabic, Chinese, French, German, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, Sign Language (SPHS), Spanish.
*See Foreign Language Dept. for placement exam information*

| ADVANCED SOCIAL SCIENCE COURSES 9 hrs. |  |
| 3000/4000 Level Courses in the following areas of study: |  |
| • ANTH, ECON, GEOG, HIST, PHIL, PSCI, PSYC, SOWK, SOC1 |  |

| MARKETING FOUNDATIONS 3 hrs. |  |
| MKTG 3650 Marketing Foundations |  |

| MINOR OF CHOICE 18-21 hrs. |  |
| (Required for all JOUR majors) |  |

*A complete list of minors can be found at catalog.unt.edu*

| ELECTIVES TBD |  |
| 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. |  |

The Grammar, Spelling and Punctuation (GSP) Test

All undergraduate journalism students must pass the Grammar, Spelling and Punctuation (GSP) Test to enroll in foundational courses and to take advanced level journalism coursework. More information about the GSP and when the test is being offered can be found at:
https://journalism.unt.edu/undergraduate/GSP

---

*Approved list of classes available via online degree audit, university guidebook or catalog.unt.edu.*
### Advanced Level Journalism Coursework

**Level 1: Communication & Analysis**
9 hrs.

- JOUR 3210 Applied Design for Journalism
- JOUR 3020 Advertising Concepts
- JOUR 3040 Advertising Media Strategy

**Level 2: Writing & Visual Communication**
6 hrs.

- JOUR 3050 Advertising Creative
- JOUR 3055 Visual Strategy

**Level 3: Senior Coursework**
6 hrs.

- JOUR 4070 Advertising Campaigns
- JOUR 4470 Ethics, Law & Diversity for Strat Comm.

**JOUR Professional Application II**
1 hr.

- JOUR 4800 Professional Internship
- JOUR 4900/4910 Special Problems
- JOUR 4810 News or Sports Practicum

### Foundational Courses
9 hrs.

- JOUR 1210 Mass Communication & Society
- JOUR 2000 Principles of Strategic Communication
- JOUR 2310 Introduction to Media Writing

*GSP and ENGL 1310/1320 are required to enroll in JOUR 2310.

### Critical Thinking
3 hrs.

- JOUR 3400 Fundamentals of Public Relations Practices
- JOUR 4250 Race, Gender & the Media (Fall & Summer only)
- JOUR 4440 Public Relations Case Studies
- JOUR 4820 History of American Media (Spring Only)

### Electives
15 hrs.

- JOUR 3330 Intro to Visual Communication for News
- JOUR 3321 News Writing, Reporting & Editing
- JOUR 3420 Public Relations Writing
- JOUR 4075 Advertising Campaigns Competition
- JOUR 4210 Topics in Journalism/Mass Media
- JOUR 4350 Sports Journalism
- JOUR 4850 Magazine Production

**Important Notes**

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.

---

Last Updated 3/14/14