### Bachelor of Arts in Journalism – Public Relations

#### 2014-2015 Requirements

#### UNT CORE REQUIREMENTS

<table>
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<tr>
<th>Category</th>
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| COMMUNICATION (ENGLISH COMP. & RHETORIC) | (6 hrs.)
| “C” or higher required for all UNT students | ENGL 1310 (3 hrs.)
|                                 | ENGL 1320 (3 hrs.)                                                           |

| Mathematics                     | (3 hrs.)
|                                 | See School Requirements                                                     |

| Life & Physical Sciences        | (6 hrs.)
| “Any from Approved List of Classes” | __________ (3 hrs.)
|                                 | __________ (3 hrs.)                                                          |

| Creative Arts                   | (3 hrs.)
| “Any from Approved List of Classes” | __________ |

| Language, Philosophy & Culture  | (3 hrs.)
| “Any from Approved List of Classes” | __________ |

| American History                | (6 hrs.)
| HIST 2610 (3 hrs.)               | __________ |
| HIST 2620 (3 hrs.)               | __________ |

| Government/Political Science    | (6 hrs.)
| PSCI 1040 (3 hrs.)               | __________ |
| PSCI 1050 (3 hrs.)               | __________ |

| Social & Behavioral Science     | (3 hrs.)
| JOUR 1210 – Mass Communication & Society | “C” or higher required for all JOUR students |

| Discovery                       | (3 hrs.)
| “Any from Approved List of Classes” | __________ |

| Capstone                        | (3 hrs.)
| JOUR 4620 (Senior Level Only Course) | __________ |

**School Requirements**

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| Elementary Probability & Statistics| (3-4 hrs.)
| MATH 1680 or 1681                  | __________ |

| Foreign Language                   | (6 hrs.)
| LANG 1010 (3 hrs.)                 | __________ |
| LANG 1020 (3 hrs.)                 | __________ |

**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, SOCI

| 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.*

_Last Updated 3/14/14_
### Admission for upper level journalism classes requires:

- ENGL 1310 & 1320 "C" or higher
- MATH 1680 or 1681
- Three journalism foundation courses (See previous box)
- 2.5 JOUR GPA or higher
- Completion of the GSP Test
- Application to the major

### FOUNDATIONAL COURSES 9 hrs.

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>JOUR 1210 Mass Communication &amp; Society</td>
<td>——</td>
</tr>
<tr>
<td>JOUR 2000 Principles of Strategic Communication</td>
<td>——</td>
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<tr>
<td>JOUR 2310 Introduction to Media Writing*</td>
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*GSP and ENGL 1310/1320 are required to enroll in JOUR 2310.

### Advanced Level Journalism Coursework

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

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<tbody>
<tr>
<td>JOUR 3210 Applied Design for Journalism</td>
<td>——</td>
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<tr>
<td>JOUR 3321 News Writing, Reporting &amp; Editing</td>
<td>——</td>
</tr>
<tr>
<td>JOUR 3400 Fundamentals of Public Relations Practices</td>
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#### Level 2: Writing & Visual Communication 6 hrs.

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<tbody>
<tr>
<td>JOUR 3420 Public Relations Writing</td>
<td>——</td>
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<tr>
<td>JOUR 3200 Mass Comm. Research Methods</td>
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#### Level 3: Senior Coursework 6 hrs.

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<tbody>
<tr>
<td>JOUR 4460 Public Relations Communication</td>
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<tr>
<td>JOUR 4470 Ethics, Law &amp; Diversity for Strat Comm.</td>
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### JOUR Professional Application II 1 hr.

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

### JOUR Professional Application I 3 hrs.

*Choose one course from the list*

- JOUR 3410 Public Relations for Non-Profit
  - Pre-Req: none
- JOUR 4012 Direct & Interactive Response (Maymester only)
  - Pre-Req: none
- JOUR 4020 Advertising Industry in New York (Maymester only)
  - Pre-Req: Application Required
- JOUR 4052 Advertising Portfolio
  - Pre-Req: Jour 3050 and Jour 4051, by application only
- JOUR 4260 Strategic Integrated Communication
  - Pre-Req: completion of at least one 3000-4000 level SCOM course
- JOUR 4270 Strategic Social Media
  - Pre-Req: Junior Level
- JOUR 4850 Magazine Production
  - Pre-Req: Jour 3321 or 3323

### JOUR Critical Thinking 3 hrs.

*Choose one course from the list*

- JOUR 3020 Advertising Concepts
  - Pre-Req: Foundation courses complete
- JOUR 4250 Race, Gender & the Media (Fall & Summer only)
  - Pre-Req: Junior Level
- JOUR 4440 Public Relations Case Studies
  - Pre-Req: Jour 3020 or Jour 3321
- JOUR 4820 History of American Media (Spring Only)
  - Pre-Req: Junior level

### JOUR Electives 15 hrs.

*Choose five classes*

- JOUR 3020 Advertising Concepts
  - Pre-Req: Foundation courses complete
- JOUR 3040 Advertising Media Strategy
  - Pre-Req: Foundation courses complete
- JOUR 3050 Advertising Creative
  - Pre-Req: Jour 3210 and co-req Jour 3055
- JOUR 3055 Visual Strategy
  - Pre-Req: Jour 3210 and co-req Jour 3050
- JOUR 3330 Intro to Visual Communication for News
  - Pre-Req: Foundation courses complete
- JOUR 4075 Advertising Campaigns Competition
  - Pre-Req: Application Only
- JOUR 4210 Topics in Journalism/Mass Media
  - Pre-Req: none
- JOUR 4350 Sports Journalism
  - Pre-Req: Jour 3321 and Dept. Consent Required for SCOM majors
- JOUR Study Abroad
  - Pre-Req: Application Required

*OR Choose additional class from JOUR Critical Thinking area or Professional Application Area I*

### 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.