Bachelor of Arts in Journalism – Advertising  2019-2020

### UNT Core Requirements

<table>
<thead>
<tr>
<th>Category</th>
<th>Hours</th>
<th>Description</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication (English Comp &amp; Rhetoric)</td>
<td>6 hrs.</td>
<td>A grade of C or higher is required for all UNT students</td>
<td>ENGL 1310 3 hrs., ENGL 1320 3 hrs.</td>
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<tr>
<td>Mathematics</td>
<td></td>
<td>See School of Journalism requirements.</td>
<td></td>
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<tr>
<td>Life &amp; Physical Sciences</td>
<td>6 hrs.</td>
<td>Any from Approved List of Classes</td>
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<tr>
<td>Creative Arts</td>
<td>3 hrs.</td>
<td>Any from Approved List of Classes</td>
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<tr>
<td>Language, Philosophy &amp; Culture</td>
<td>3 hrs.</td>
<td>Any from Approved List of Classes</td>
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<tr>
<td>American History</td>
<td>6 hrs.</td>
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<tr>
<td>Government/Political Science</td>
<td>6 hrs.</td>
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<tr>
<td>Social &amp; Behavioral Science</td>
<td>3 hrs.</td>
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<tr>
<td>Component Area Option</td>
<td>6 hrs.</td>
<td>All selections based on college and major requirements. Ask your advisor.</td>
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### School Requirements

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<tr>
<th>Course</th>
<th>Hours</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Grammar, Spelling and Punctuation Test</td>
<td></td>
<td>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: <a href="https://journalism.unt.edu/undergraduate/GSP">https://journalism.unt.edu/undergraduate/GSP</a></td>
</tr>
<tr>
<td>Elementary Probability &amp; Statistics</td>
<td>3 hrs.</td>
<td></td>
</tr>
<tr>
<td>Foreign Language</td>
<td>6 hrs.</td>
<td>Language options: Arabic, Chinese, French, German, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, Sign Language (SPHS), Spanish. <em>See Foreign Language Dept. for placement exam information</em></td>
</tr>
<tr>
<td>Advanced Social Science Courses</td>
<td>12 hrs.</td>
<td>Three courses (9 hrs.) at the 3000/4000 level in the following areas of study: ANTH, ECON, GEOG, HIST, PHIL, PSCI, PSYC, SOWK, SOCI</td>
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<tr>
<td>Minor of Choice</td>
<td></td>
<td>A minor of 18 to 21 hours is required for all JOUR majors.</td>
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</tbody>
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### Degree Hour Requirements

Students majoring in the Journalism program are responsible for completing all requirements in their chosen professional concentration. 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. Elective hours will vary for each student.

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Freshman = 1- 29 credit hours ~ Sophomore = 30- 59 credit hours ~ Junior = 60- 89 credit hours ~ Senior = 90 + credit hours
## Advertising Major Requirements

### FOUNDATION REQUIREMENTS 18 hrs.

- ENGL 1310
- ENGL 1320
- GSP Test (Must pass all four sections)
- MATH 1680 Probability & Statistics
- JOUR 1210 Mass Communication & Society
- JOUR 2000 Principles of Adv. and P.R.
- JOUR 2310 Introduction to Media Writing

### LEVEL 1 6 hrs.

- JOUR 3210 Applied Design for Adv. and P.R.
- JOUR 3020 Advertising Account Planning

**Prerequisite:** Completion of Foundation Courses

### LEVEL 2 6 hrs.

- JOUR 3040 Advertising Media Strategy
- JOUR 3070 Adv. Agency Management

**Prerequisite:** Level 1 Coursework

### LEVEL 3 6 hrs.

- JOUR 3050 Advertising Creative
- JOUR 3055 Visual Strategy

**Prerequisite:** Level 2 Coursework

### LEVEL 4 6 hrs.

- JOUR 4070 Advertising Campaigns
- JOUR 4470 Ethics, Law & Diversity for Adv. and P.R.

**Prerequisite:** Level 3 Coursework

### JOUR PROFESSIONAL APPLICATION II 1 hr.

- JOUR 4800 Professional Internship
- JOUR 4805 Adv. or P.R. Practicum
- JOUR 4815 SWOOP Agency Practicum

**Prerequisite:** Level 2 Coursework, Application, and Department Consent

### PROFESSIONAL APPLICATION I 3 hrs.

- JOUR 4055 Broadcast Advertising
- JOUR 4020 Advertising Industry in New York (Maymester) Application & department approval needed to enroll
- JOUR 4052 Advertising Portfolio Application & department approval needed to enroll
- JOUR 4060 Advertising Agency Account Management
- JOUR 4065 Advanced Art Direction

### JOUR CRITICAL THINKING 3 hrs.

- JOUR 3020 Advertising Account Planning satisfies this requirement.

### JOUR ELECTIVES 9 hrs.

Three courses from

- JOUR 2996 Honors College Mentored Research Experience
- JOUR 3250 Game Design for Journalism
- JOUR 3270 Media Entrepreneurship and Innovation
- JOUR 3400 Fundamentals of PR Practices
- JOUR 4030 Adv. and P.R. for the Social Good
- JOUR 4210 Topics in Journalism/Mass Media
- JOUR 4230 Arts and Culture Journalism
- JOUR 4250 Race, Gender and the Media
- JOUR 4270 Strategic Social Media
- JOUR 4280 Media Management
- JOUR 4290 Media Innovation Lab
- JOUR 4355 Sports Media Relations
- JOUR 4520 Adv. and P.R. Study Abroad Application & department approval needed to enroll
- JOUR 4530 News Study Abroad Application & department approval needed to enroll
- JOUR 4820 History of American Media (Spring Only)
- JOUR 4951 Honors College Capstone Thesis

### OPTIONAL CERTIFICATION(S) IN JOURNALISM

**Sports Certification** - Requires a minimum GPA of Adv. 3.0 and 16 hours of required JOUR coursework.

**Courses in bold** have pre-requisites

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