Bachelor of Arts in Journalism – Advertising 2020-2021

<table>
<thead>
<tr>
<th>UNT CORE REQUIREMENTS</th>
<th>SCHOOL REQUIREMENTS</th>
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<tbody>
<tr>
<td><strong>COMMUNICATION (ENGLISH COMP &amp; RHETORIC)</strong> 6 hrs.</td>
<td><strong>GRAMMAR, SPELLING AND PUNCTUATION TEST</strong></td>
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<td><em>A grade of C or higher is required for all UNT students</em></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>
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<tr>
<td>ENGL 1310 3 hrs.</td>
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<td>ENGL 1320 3 hrs.</td>
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<td><strong>MATHEMATICS</strong> See School of Journalism requirements.</td>
<td><strong>ELEMENTARY PROBABILITY &amp; STATISTICS</strong> 3 hrs.</td>
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<tr>
<td><strong>LIFE &amp; PHYSICAL SCIENCES</strong> 6 hrs.</td>
<td>MATH 1680</td>
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<td><em>Any from Approved List of Classes</em></td>
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<td><strong>CREATIVE ARTS</strong> 3 hrs.</td>
<td><strong>FOREIGN LANGUAGE</strong> 6 hrs.</td>
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<tr>
<td><em>Any from Approved List of Classes</em></td>
<td>LANG 1010</td>
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<td>LANG 1020</td>
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<td><strong>LANGUAGE, PHILOSOPHY &amp; CULTURE</strong> 3 hrs.</td>
<td><strong>Language options:</strong></td>
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<td><em>Any from Approved List of Classes</em></td>
<td>Arabic, Chinese, French, German, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, Sign Language (SPHS), Spanish.</td>
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<td><strong>AMERICAN HISTORY</strong> 6 hrs.</td>
<td><em>See Foreign Language Dept. for placement exam information</em></td>
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<td>HIST 2610 3 hrs.</td>
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<tr>
<td>HIST 2620 3 hrs.</td>
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<tr>
<td><strong>GOVERNMENT/POLITICAL SCIENCE</strong> 6 hrs.</td>
<td><strong>ADVANCED SOCIAL SCIENCE COURSES 12 hrs.</strong></td>
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<tr>
<td>PSCI 2305 3 hrs.</td>
<td>Three courses (9 hrs.) at the 3000/4000 level in the following areas of study:</td>
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<td>PSCI 2306 3 hrs.</td>
<td>ANTH, ECON, GEOG, HIST, PHIL, PSCI, PSYC, SOWK, SOCI</td>
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<td><strong>SOCIAL &amp; BEHAVIORAL SCIENCE</strong> 3 hrs.</td>
<td>One course (3 hrs.): MKTG 3650</td>
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<td><em>Any from Approved List of Classes</em></td>
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<td><strong>COMPONENT AREA OPTION</strong> 6 hrs.</td>
<td><strong>MINOR OF CHOICE</strong></td>
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<td><em>All selections based on college and major requirements. Ask your advisor.</em></td>
<td>A minor of 18 to 21 hours is required for all JOUR majors.</td>
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<tr>
<td>Category I JOUR 1210 satisfies this requirement</td>
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<td>Category II JOUR 2000 satisfies this requirement</td>
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<td><strong>DEGREE HOUR REQUIREMENTS</strong></td>
<td>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.</td>
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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.
*Prerequisite: Completion of Foundation Courses*
- JOUR 3210 Applied Design for Adv. and P.R.
- JOUR 3020 Advertising Account Planning

#### LEVEL 2  6 hrs.
*Prerequisite: Completion of Foundation Courses*
- JOUR 3040 Advertising Media Strategy
- JOUR 3070 Adv. Agency Management

#### LEVEL 3  6 hrs.
*Prerequisite: Level 2 Coursework*
- JOUR 3050 Advertising Creative
- JOUR 3055 Visual Strategy

#### LEVEL 4  6 hrs.
*Prerequisite: Level 3 Coursework*
- JOUR 4070 Advertising Campaigns
- JOUR 4470 Ethics, Law & Diversity for Adv. and P.R.

#### JOUR PROFESSIONAL APPLICATION II  1 hr.
*Prerequisite: Level 2 Coursework, Application, and Department Consent*
- JOUR 4800 Professional Internship
- JOUR 4805 Adv. or P.R. Practicum
- JOUR 4815 SWOOP Agency Practicum

#### OPTIONAL CERTIFICATION(S) IN JOURNALISM
See 2020-2021 UNT Academic Catalog (catalog.unt.edu) for full list of options.

#### PROFESSIONAL APPLICATION I  3 hrs.
- 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 4270 Strategic Social Media

#### JOUR CRITICAL THINKING
- JOUR 3020 Advertising Account Planning satisfies this requirement.

#### JOUR ELECTIVES  9 hrs.

Three courses from
- JOUR 2250 Media Literacy
- JOUR 2300 Principles of News
- JOUR 2996 Honors College Mentored Research Experience
- JOUR 3250 Game Design for Journalism
- JOUR 3260 Web Design for Journalists
- JOUR 3300 Intro to Visual Communication for News
- JOUR 3400 Fundamentals of PR Practices
- JOUR 4030 Adv. and P.R. for the Social Good
- JOUR 4055 Broadcast Advertising
- JOUR 4060 Advertising Agency Account Management
- JOUR 4065 Advanced Art Direction
- JOUR 4210 Topics in Journalism/Mass Media
- JOUR 4240 Comparative International Media Systems
- JOUR 4250 Race, Gender & the Media
- JOUR 4350 Sports Journalism
- 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 4850 Magazine Production  
  Application & department approval needed to enroll

#### Notes
Courses in **bold** have pre-requisites
A complete list of minors can be found at catalog.unt.edu