# Mayborn School of Journalism
## Bachelor of Arts in Journalism - Strategic Communications
### 2011 Catalog Requirements

<table>
<thead>
<tr>
<th>UNT CORE</th>
<th>Best Selection</th>
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<tbody>
<tr>
<td>English Composition &amp; Rhetoric - 6 hours</td>
<td>ENGL 1310 or 1313¹ and ENGL 1320 or 1323¹</td>
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<tr>
<td>Mathematics - 3 hours</td>
<td>See School Requirements (MATH 1680 or 1681¹)</td>
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<tr>
<td>Natural Sciences with Labs - 6 hours</td>
<td>Any From Approved List²</td>
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<tr>
<td>Visual &amp; Performing Arts - 3 hours</td>
<td>Any From Approved List²</td>
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<tr>
<td>Humanities - 3 hours</td>
<td>Any From Approved List²</td>
</tr>
<tr>
<td>U.S. History - 6 hours</td>
<td>HIST 2610 and HIST 2620</td>
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<tr>
<td>Political Science - 6 hours</td>
<td>PSCI 1040 and PSCI 1050</td>
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<tr>
<td>Social &amp; Behavioral Sciences - 3 hours</td>
<td>See Major Requirements (JOUR 1210)</td>
</tr>
<tr>
<td>Discovery - 3 hours</td>
<td>Any From Approved List²</td>
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<tr>
<td>Capstone - 3 hours</td>
<td>See Major Requirements (JOUR 4470)</td>
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### School Requirements

- Elementary Probability & Statistics - 3 hours
- Mathematics - 3 hours
  - MATH 1680 or 1681¹
- Foreign Lang. - 8 hours
  - Arabic, Chinese, French, German, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, Sign Language, Spanish
- Language 1010 and 1020
  (See Foreign Language Dept. for placement exam information.)

### Major Requirements

- **JOUR Pre-Major - 12 hours**
  - 1210 Mass Communication & Society³
  - 2010 Principles of Advertising³ or
  - 2420 Principles of Public Relations³
  - 2200 Computer Apps for Journalists³
  - 2310 Intro to Media Writing³
- **JOUR Writing - 3 hours**
  - 3321 News Reporting & Writing
  - 3420 Writing for Public Relations
  - 4050 Advertising Copywriting
  - 4051 Advanced Copywriting
- **JOUR Measurement/Metrics - 3 hours**
  - 3040 Ad Media & Mktg Strategy
  - 3200 Mass Comm Research Methods
- **JOUR Critical Thinking - 3 hours**
  - 3020 Advertising Concepts
  - 4210.016/4440 PR Case Studies
  - 4250 Race, Gender & the Media
  - 4820 History of American Media
- **JOUR Professional Application - 3 hours**
  - 3410 Public Relations for Non-Profits
  - 4012 Direct & Interactive Response
  - 4020 Ad Industry in New York
  - 4052 Advertising Portfolio
  - 4055 Broadcast Advertising
  - 4210.001 Social Media
  - 4260 Integrated Communications
  - 4800 Professional Internship (1-3 hrs.)
  - 4850 Magazine Production
  - 4900/4910 Special Problems
- **JOUR Campaigns - 3 hours**
  - 4070 Advertising Campaigns
  - 4460 Public Relations Communication
- **JOUR Capstone - 3 hours**
  - 4470 Ethics, Law & Diversity for Strategic Communications

### Additional Requirements

- **JOUR Electives - 7 hours**
  - Choose from Writing, Measurement/Metrics, Critical Thinking or Professional Application
- **MKTG 3650 Foundations of Marketing Practice**
- **Select from following business concentration or minor of choice:**
  - MKTG 3010 Professional Selling
  - MKTG 4120 Buyer Behavior
  - 9 hours from: MKTG 3660, 4280, 4520, 4600, 4620, 4650; MGMT 3720, 3820, 3850, 3860, 3870, 4200; BLAW 3430

¹ A grade of C or higher is required.
² Refer to the UNT undergraduate catalog available at www.unt.edu/catalog.
³ All courses should be completed prior to taking advanced Journalism courses and declaring major status.
• Courses in **BOLD** have pre-requisites.
• A 2.5 overall GPA or higher must be maintained to take major level classes in Journalism and to graduate.
• For additional program information contact the Mayborn School of Journalism Office of Student Advising at (940) 565-3365 or in GAB 107.

This is **NOT** an official degree audit. Students must have an official degree audit on file with the advising office. Requirements are subject to change without prior notice.

**Updated 8/05/11**