

Bachelor of Arts in Journalism – Advertising 2021-2022

UNT CORE REQUIREMENTS	SCHOOL REQUIREMENTS
<p>COMMUNICATION (ENGLISH COMP & RHETORIC) 6 hrs. <i>A grade of C or higher is required for all UNT students</i></p> <p>ENGL 1310 3 hrs. <input type="checkbox"/> ENGL 1320 3 hrs. <input type="checkbox"/></p>	<p>GRAMMAR, SPELLING AND PUNCTUATION TEST</p> <p>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: https://journalism.unt.edu/undergraduate/GSP</p>
<p>MATHEMATICS <i>See School of Journalism requirements.</i> <input type="checkbox"/></p>	<p>ELEMENTARY PROBABILITY & STATISTICS 3 hrs.</p> <p>MATH 1680 <input type="checkbox"/></p>
<p>LIFE & PHYSICAL SCIENCES 6 hrs. <i>Any from Approved List of Classes</i></p> <p><input type="checkbox"/> <input type="checkbox"/></p>	<p>FOREIGN LANGUAGE 6 hrs.</p> <p>LANG 1010 <input type="checkbox"/> LANG 1020 <input type="checkbox"/></p> <p><i>Language options: Arabic, Chinese, French, German, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, Sign Language (SPHS), Spanish. *See Foreign Language Dept. for placement exam information*</i></p>
<p>CREATIVE ARTS 3 hrs. <i>Any from Approved List of Classes</i></p> <p><input type="checkbox"/></p>	<p style="background-color: #e1eef6; text-align: center;">ADVANCED SOCIAL SCIENCE COURSES 12 hrs.</p> <p>Three courses (9 hrs.) at the 3000/4000 level in the following areas of study: ANTH, ECON, GEOG, HIST, PHIL, PSCI, PSYC, SOWK, SOCI</p> <p>_____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/></p> <p>One course (3 hrs.): MKTG 3650 _____ <input type="checkbox"/></p>
<p>LANGUAGE, PHILOSOPHY & CULTURE 3 hrs. <i>Any from Approved List of Classes</i></p> <p><input type="checkbox"/></p>	<p style="background-color: #e1eef6; text-align: center;">MINOR OF CHOICE</p> <p>A minor of 18 to 21 hours is required for all JOUR majors.</p> <p>_____ <input type="checkbox"/></p>
<p>AMERICAN HISTORY 6 hrs.</p> <p>HIST 2610 3hrs. <input type="checkbox"/> HIST 2620 3hrs. <input type="checkbox"/></p>	<p style="background-color: #e1eef6; text-align: center;">DEGREE HOUR REQUIREMENTS</p> <p>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.</p>
<p>GOVERNMENT/POLITICAL SCIENCE 6 hrs.</p> <p>PSCI 2305 3hrs. <input type="checkbox"/> PSCI 2306 3hrs. <input type="checkbox"/></p>	
<p>SOCIAL & BEHAVIORAL SCIENCE 3 hrs. <i>Any from Approved List of Classes</i></p> <p><input type="checkbox"/></p>	
<p>COMPONENT AREA OPTION 6 hrs. <i>All selections based on college and major requirements. Ask your advisor.</i></p> <p>Category I JOUR 1210 satisfies this requirement <input type="checkbox"/> Category II JOUR 2000 satisfies this requirement <input type="checkbox"/></p>	

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 <input type="checkbox"/>	
ENGL 1320 <input type="checkbox"/>	
GSP Test (Must pass all four sections) <input type="checkbox"/>	
MATH 1680 Probability & Statistics <input type="checkbox"/>	
JOUR 1210 Mass Communication & Society <input type="checkbox"/>	
JOUR 2000 Principles of Adv. and P.R. <input type="checkbox"/>	
JOUR 2310 Introduction to Media Writing <input type="checkbox"/>	
LEVEL 1 6 hrs. <i>Prerequisite: Completion of Foundation Courses</i>	
JOUR 3210 Applied Design for Adv. and P.R. <input type="checkbox"/>	
JOUR 3020 Advertising Account Planning <input type="checkbox"/>	
LEVEL 2 6 hrs. <i>Prerequisite: Level 1 Coursework</i>	
JOUR 3040 Advertising Media Strategy <input type="checkbox"/>	
JOUR 3070 Adv. Agency Management <input type="checkbox"/>	
LEVEL 3 6 hrs. <i>Prerequisite: Level 2 Coursework</i>	
JOUR 3050 Advertising Creative <input type="checkbox"/>	
JOUR 3055 Visual Strategy <input type="checkbox"/>	
LEVEL 4 6 hrs. <i>Prerequisite: Level 3 Coursework</i>	
JOUR 4070 Advertising Campaigns <input type="checkbox"/>	
JOUR 4470 Ethics, Law & Diversity for Adv. and P.R. <input type="checkbox"/>	
JOUR PROFESSIONAL APPLICATION II 1 hr. <i>Prerequisite: Level 2 Coursework, Application, and Department Consent</i>	
_____ <input type="checkbox"/>	
JOUR 4800 Professional Internship	
JOUR 4805 Adv. or P.R. Practicum	
JOUR 4815 SWOOP Agency Practicum	
OPTIONAL CERTIFICATION(S) IN JOURNALISM	
Sports Certification – Requires a minimum grade of B in all classes counting in the Sports Certification. 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) <i>Application & department approval needed to enroll</i>	
JOUR 4052 Advertising Portfolio <i>Application & department approval needed to enroll</i>	
JOUR 4270 Strategic Social Media	
JOUR CRITICAL THINKING 3 hrs.	
JOUR 3020 Advertising Account Planning satisfies this requirement.	
JOUR ELECTIVES 9 hrs.	
_____ <input type="checkbox"/>	
_____ <input type="checkbox"/>	
_____ <input type="checkbox"/>	
<i>Three courses from</i>	
JOUR 2250 Media Literacy	
JOUR 2300 Principles of News	
JOUR 2996 Honors College Mentored Research Experience	
JOUR 3250 Game Design for Journalism	
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 4440 Public Relations Case Studies	
JOUR 4520 Adv. and P.R. Study Abroad <i>Application & department approval needed to enroll</i>	
JOUR 4530 News Study Abroad <i>Application & department approval needed to enroll</i>	
JOUR 4820 History of American Media (Spring Only)	
JOUR 4850 Magazine Production <i>Application & department approval needed to enroll</i>	
Notes	
Courses in bold have pre-requisites A complete list of minors can be found at catalog.unt.edu	