The School of Journalism offers work leading to the Bachelor of Science degree with a major in Mass Communication and concentrations in Advertising-Public Relations, Media Design and Graphics, or Journalism (newspaper/magazine). A total of 37-39 hours of coursework is required for the major in the School of Journalism. A minimum of 80 hours must be taken outside the college, with at least 65 hours in the liberal arts and sciences. Students outside the college may choose to minor in Mass Communication with an emphasis in any of the School of Journalism’s concentrations.

Transfer credit of up to 12 semester hours toward the major or minor is allowed after careful review of catalog course descriptions. The School of Journalism will not normally grant transfer credit for courses taken at institutions not accredited by the Accrediting Council on Education in Journalism and Mass Communication.

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories as outlined on pages 64–67.

Freshmen/sophomores in all concentrations should follow this general outline of courses; selection of junior and senior courses should be made in consultation with the advisor. Majors must have a C (2.00) or better in all mass communication courses.

### Recommended Curriculum

<table>
<thead>
<tr>
<th>FRESHMAN</th>
<th>SOPHOMORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1010, 1020 (Comm)</td>
<td>ENGL 2020 or 2030 or</td>
</tr>
<tr>
<td>COMM 2200 (Comm)</td>
<td>HUM 2610 (Hum/FA)</td>
</tr>
</tbody>
</table>
| Natural Sciences (2 prefixes) | Social/Behavioral Sciences (2 prefixes) | 6
| JOUR 1020, 2710        | HIST 2010, 2020, or 2030                      |
| Humanities and/or      | Consult advisor for course(s)                  |
| Fine Arts (2 prefixes) | in major                                       |
|                        | Mathematics                                     | 3-6
|                        | Minor electives*                                | 6
|                        | 29                                              | 27-30

*All students in the School of Journalism are required to complete two 15-18 hour minors, at least one of which must be in the liberal arts and sciences. Students in any School of Journalism concentration may not minor in any area of the College of Mass Communication. A computer literacy course is required.*
Concentration: Advertising-Public Relations
Advertising and public relations are distinct fields; these programs help students prepare for positions in advertising agencies and departments, media sales and management, advertising production and design, public relations agencies and departments, and organizational and employee relations.

Advertising
Although students in advertising are primarily oriented toward either the creative or management side of the business, they essentially take the same courses in advertising. Creative students usually minor in liberal arts areas such as English and art. In addition to the required liberal arts minor, management students usually complete their second minor in a business area such as marketing.

Advertising students take the following required courses. Students should check the prerequisites for each course.

Admission to Candidacy
To be admitted to candidacy, the student must meet the following requirements:
1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
   - JOUR/EMC/RIM 1020
   - JOUR 2710
   - ADV 3020
   - ENGL 1010 and 1020
   - Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Advertising Required Courses:
Foundations (6 credits)
- JOUR 1020 American Media and Social Institutions
- JOUR 3650 Free Expression, Mass Media, and the American Public

Writing/Design (12 credits)
- JOUR 2710 Media Writing
- ADV 4160 Advertising Copywriting
Plus two of the following:
- GRAF 2950 Media Design Applications
- PR 3360 Public Relations Communication
- PR 3380 Public Relations Publications

Conceptual (9 credits)
- ADV 3020 Survey of Advertising
Choose two:
- GRAF 2010 Media Design and Visual Language
- JOUR 3510 Media History and American Culture
- JOUR 4250 Mass Media Law
- JOUR 4210 Mass Communication and Society
- JOUR 4660 Mass Media Research
- JOUR 4780 Media and Markets
- JOUR 4790 Global News and World Media Cultures
- JOUR 4800 Seminar in Media Issues
- JOUR 4850 Ethics and Mass Communication

Professional Topics (6 credits)
- ADV 3480 Advertising Media Planning
- ADV 4230 Advertising Management

Special/Senior Topics (3 credits)
- ADV 4170 Advertising Campaigns

Practicum/Internship or Upper-Division Elective (1-3 credits)
- JOUR 3580 MC Practicum
- JOUR 4000 MC Internship
- Journalism upper-division elective

Total hours in the college: 37-39

Public Relations
Students in public relations may choose the general program or a specialty in the recording industry; both programs require 37-39 credits. By the junior year, students should choose one minor in the liberal arts and sciences, plus 15 hours, approved by their major advisors, in the Jennings A. Jones College of Business. With permission of the advisor or the director of the School of Journalism, a student may replace the 15 hours in the Jennings A. Jones College of Business with a minor in the basic or applied sciences or a second minor in the liberal arts and sciences.

Admission to Candidacy
To be admitted to candidacy, the student must meet the following requirements:
1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
   - JOUR/EMC/RIM 1020
   - JOUR 2710
   - PR 3040
   - ENGL 1010 and 1020
   - Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Public Relations Required Courses:
Foundations (6 credits)
- JOUR 1020 American Media and Social Institutions
- JOUR 3650 Free Expression, Mass Media, and the American Public

Writing/Design (15 credits)
Writing
- JOUR 2710 Media Writing
- PR 3360 Public Relations Communication
Choose one:
- JOUR 3530 Feature Writing
- JOUR 3450 Editing
- JOUR 3520 Specialized Journalism
Design
- GRAF 2010 Media Design and Visual Language
Choose one:
- GRAF 2950 Media Design Applications
- PR 3380 Public Relations Publications

Conceptual (9 credits)
- PR 3040 Public Relations Principles
Choose two:
- ADV 3020 Survey of Advertising
- JOUR 3510 Media History and American Culture
- JOUR 4250 Mass Media Law
- JOUR 4210 Mass Communication and Society
- JOUR 4660 Mass Media Research
- JOUR 4780 Media and Markets
- JOUR 4790 Global News and World Media Cultures
- JOUR 4800 Seminar in Media Issues
- JOUR 4850 Ethics and Mass Communication

Journalism upper-division elective
Concentration: Media Design and Graphics
Media Design and Graphics involves all the elements of visual communication, from traditional typography to digitized design for newsletters, newspapers, magazines, and the Web. The sequence’s main emphasis is publication design, including print and interactive media that deliver information, opinion, and entertainment via printed publications ranging from informational graphics, brochures, books, magazines, and newspapers to the digital production in various multimedia forms, including the Internet.

Media Design and Graphics students take the following required courses. Students should check the prerequisites for each course.

Admission to Candidacy
To be admitted to candidacy, the student must meet the following requirements:
1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
   JOUR/EMC/RIM 1020
   JOUR 2710
   GRAF 2010
   ENGL 1010 and 1020
   Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Media Design and Graphics Required Courses:
Foundations (6 credits)
JOUR 1020 American Media and Social Institutions
JOUR 3650 Free Expression, Mass Media, and the American Public

Writing/Design (12 credits)
Writing
JOUR 2710 Media Writing
PR 3360 Public Relations Communication
RIM 3770 Publicity in the Recording Industry
Design
GRAF 2010 Media Design and Visual Language
Choose one:
PR 3380 Public Relations Publications
GRAF 2950 Media Design Applications

Conceptual (9 credits)
PR 3040 Public Relations Principles
RIM 3600 Survey of the Recording Industry
Choose one:
ADV 3020 Survey of Advertising
JOUR 3510 Media History and American Culture
JOUR 4250 Mass Media Law
JOUR 4210 Mass Communication and Society
JOUR 4660 Mass Media Research
JOUR 4780 Media and Markets
JOUR 4790 Global News and World Media Cultures
JOUR 4800 Seminar in Media Issues
JOUR 4850 Ethics and Mass Communication

Professional Topics (3 credits)
Choose one:
GRAF 3910 Basic Media Design
JOUR 3450 Editing
JOUR 3530 Feature Writing
PR 3400 Case Studies in Public Relations
RIM 3720 Artist Management
RIM 4320 Concert Promotion and Touring
RIM 3890 International Recording Industry
RIM 4620 Marketing of Recordings

Senior Topics (3 credits)
PR 4740 Public Relations Campaigns

Internship/Practicum or Upper-Division Elective (1-3 credits)
Choose one:
Journalism elective
JOUR 3580 MC Practicum
JOUR 4000 MC Internship
RIM 4000 Recording Industry Internship: Business

Total hours in the college: 37-39
Concentration: Journalism
The concentration in Journalism offers preparation for students who wish to be news reporters, copy editors, feature writers, editorial writers, and freelance magazine writers. Students should check the prerequisites for each course.

Admission to Candidacy
To be admitted to candidacy, the student must meet the following requirements:
1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
   JOUR/EMC/RIM 1020
   JOUR 2710
   JOUR 3090
   ENGL 1010 and 1020
   Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Journalism Required Courses:
- Foundations (6 credits)
  JOUR 1020 American Media and Social Institutions
  JOUR 3650 Free Expression, Mass Media, and the American Public

- Writing/Design (12 credits)
  JOUR 2710 Media Writing
  JOUR 3090 Reporting
  Choose one:
  JOUR 3530 Feature Writing
  JOUR 4440 Advanced Reporting
  Choose one:
  JOUR 3450 Editing
  GRAF 2950 Media Design Applications

- Conceptual (12 credits)
  Choose four:
  GRAF 2010 Media Design and Visual Language
  JOUR 3510 Media History and American Culture
  JOUR 4250 Mass Media Law
  JOUR 4210 Mass Communication and Society
  JOUR 4660 Mass Media Research
  JOUR 4780 Media and Markets
  JOUR 4790 Global News and World Media Cultures
  JOUR 4850 Ethics and Mass Communication

- Professional Topics (3 credits)
  Choose one:
  JOUR 3520 Specialized Journalism
  JOUR 3590 Magazine Writing and Editing
  JOUR 4300 Reviewing and Criticism

- Special/Senior Topics (3 credits)
  JOUR 4800 Seminar in Media Issues

- Practicum/Internship (1-3 credits)
  Choose one:
  JOUR 3580 MC Practicum
  JOUR 4000 MC Internship

Total hours in the college: 37-39

Minor in Art for Mass Communication Students
Students majoring in Mass Communication programs take the following sequence for the Art minor: ART 1610, 1620, 1630, 1640, and two studio or art history classes, one of which must be upper division and taken in residence. Media Design and Graphics students have the option of substituting ART 1910 or 1920 for ART 1640.

Courses in Advertising [ADV]
See back of catalog for course descriptions.

Courses in Media Design and Graphics [GRAF]
See back of catalog for course descriptions.

Courses in Journalism [JOUR]
See back of catalog for course descriptions.

Courses in Public Relations [PR]
See back of catalog for course descriptions.