**2019-2020 Curriculum**

Requirements for a B.A. degree in Journalism and Strategic Media: All university students must fulfill the minimum University Core requirements. A minimum of 72 hours in non-journalism courses must be applied toward the 120 hours required by the college for a Bachelor of Arts degree.

**Bolded courses** from the list below may be counted toward some part of the University Core requirements, as applicable.

Select one of the following: 3

**MATH 2033** Mathematical Thought

**MATH 2043** Survey of Calculus (ACTS Equivalency = MATH 2203)

**MATH 2053** Finite Mathematics

**MATH 2183** Mathematical Reasoning in a Quantitative World

**STAT 2303** Principles of Statistics (ACTS Equivalency = MATH 2103)

Or a higher level math.

**Intermediate I (course number 2003) of a World Language** 3-6

Select one of the following: 3

**WLIT 1113** World Literature I (ACTS Equivalency = ENGL 2113)

**WLIT 1123** World Literature II (ACTS Equivalency = ENGL 2123)

An Advanced Literature Course

A Language Literature Course

Select one of the following: 3

**PHIL 2003** Introduction to Philosophy (ACTS Equivalency = PHIL 1103)

**PHIL 2103** Introduction to Ethics (ACTS Equivalency = PHIL 1003)

Any Philosophy Course at the 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions)

**PLSC 2003** American National Government (ACTS Equivalency = PLSC 2003) 3

A second PLSC course (the following are recommended options): 3

PLSC 2813 Introduction to International Relations

PLSC 3233 The American Congress

PLSC 4233 The American Chief Executive

**ECON 2143** Basic Economics: Theory and Practice 3-6

or **ECON 2013** & **ECON 2023** Principles of Macroeconomics (ACTS Equivalency = ECON 2103) and Principles of Microeconomics (ACTS Equivalency = ECON 2203)

COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) 3

3000-4000 level HIST course 3

Cultural/Diversity Requirement: 3 hours of cultural/diversity studies to be selected from the following or as approved by the School of Journalism and Strategic Media: 3

ANTH 4533 Middle East Cultures

COMM 4343 Intercultural Communication

HIST 3233 African American History to 1877

HIST 3243 African American History Since 1877

HIST 3263 History of the American Indian 2

JOUR 3263 African Americans in Film

JOUR 4923 History of the Black Press

SCWK 3193 Human Diversity and Social Work

SOCI 3193 Race, Class, and Gender in America

Other cultural/diversity courses as approved by the School of Journalism and Strategic Media.

Journalism and Strategic Media Courses

A minimum of 34 semester hours in journalism are required, including 21 hours of journalism in one of the concentrations below. A minimum grade of “C” is required in all journalism courses that serve as prerequisites for advanced journalism courses. In certain courses a minimum grade of “B” is required.

Journalism and Strategic Media Core

JOUR 1023 Media and Society 3

JOUR 1033 Fundamentals of Journalism 3

JOUR 3633 Media Law 3

JOUR 4333 Ethics in Journalism 3

JOUR 4981 Journalism Writing Requirement 1

Advertising/Public Relations Concentration:

JOUR 3723 Advertising Principles 3

JOUR 3743 Public Relations Principles 3

JOUR 4143 Public Relations Writing 3

JOUR 4423 Creative Strategy and Execution 3

JOUR 4453 Media Planning & Strategy or JOUR 4473 Account Planning 3

Plus any two additional journalism courses. It is recommended that one course choice be an internship. 6

MKTG 3433 Introduction to Marketing 3

MKTG 3553 Consumer Behavior 3

Students seeking admission to the Advertising/Public Relations Concentration must have an overall GPA of 2.5 or higher: 1) to be admitted to the Ad/PR Sequence, and 2) to enroll in JOUR 3723 and JOUR 3743.

Students in the Advertising/Public Relations Concentration are required to earn a grade of “B” or higher in both JOUR 3723 and JOUR 3743 to qualify to take all upper level Advertising/Public Relations Concentration courses. Students may retake JOUR 3723 and JOUR 3743 only once to earn a grade of “B” or higher.

Writing Requirement: Successful completion of JOUR 4981 with a grade of "C" or better satisfies the Fulbright College Writing Requirement for journalism majors.

Broadcast Concentration:

JOUR 2032 Broadcast News Reporting I

and JOUR 2031L Broadcast News Reporting I Laboratory 3

JOUR 3072 Broadcast News Reporting II

and JOUR 3071L Broadcast News Reporting II Laboratory 3

JOUR 4863 Television News Reporting I 3

JOUR 4873 Television News Reporting II 3

JOUR 4893 Television News Producing 3

Plus any two additional journalism courses 6

|  |  |
| --- | --- |
| It is recommended that one course choice be an internship and another choice be JOUR 4883. |  |

**Writing Requirement:** Successful completion of JOUR 4981 with a grade of "C" or better satisfies the Fulbright College Writing Requirement for journalism majors.

News/Editorial Concentration:

JOUR 2013 News Reporting I 3

JOUR 3013 Editing 3

JOUR 3123 Feature Writing 3

JOUR 3023 News Reporting II 3

or JOUR 4503 Magazine Writing

or JOUR 4553 Magazine Editing and Production I

Plus any three additional journalism courses. 9

It is recommended that one course choice be an internship.

Writing Requirement: Successful completion of JOUR 4981 with a grade of "C" or better satisfies the Fulbright College Writing Requirement for journalism majors.

**2020-2021 Curriculum**

**Requirements for a B.A. degree in Advertising and Public Relations**

University and College Requirements for a Bachelor of Arts in Advertising and Public Relations: In addition to the Fulbright College of Arts and Sciences Graduation Requirements (see under Degree Completion Program Policy), the following course requirements must be met. Bolded courses from the course list below may be applied to portions of the University/state minimum core requirements.

University/State Minimum Core 35

Select one of the following: 3

**MATH 2033** Mathematical Thought

**MATH 2043** Survey of Calculus (ACTS Equivalency = MATH 2203)

**MATH 2053** Finite Mathematics

**MATH 2183** Mathematical Reasoning in a Quantitative World

**STAT 2303** Principles of Statistics (ACTS Equivalency = MATH 2103)

or a higher level math.

**World language up to the Intermediate I level (2000-level)** 9

Select one of the following: 3

**WLIT 1113** World Literature I (ACTS Equivalency = ENGL 2113)

**WLIT 1123** World Literature II (ACTS Equivalency = ENGL 2123)

An advanced literature course

A language literature course

Select one of the following: 3

**PHIL 2003** Introduction to Philosophy (ACTS Equivalency = PHIL 1103)

**PHIL 2103** Introduction to Ethics (ACTS Equivalency = PHIL 1003)

Any philosophy (PHIL) course at the 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions)

**PLSC 2003** American National Government (ACTS Equivalency = PLSC 2003) 3

A second PLSC course (the following are recommended options): 3

PLSC 2813 Introduction to International Relations

PLSC 3233 The American Congress

PLSC 4233 The American Chief Executive

**ECON 2143** Basic Economics: Theory and Practice 3

COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) 3

Any HIST course 3000-level or higher 3

Cultural/Diversity Requirement: 3 credit hours of cultural/diversity studies to be selected from the following or as approved by the School of Journalism and Strategic Media: 3

ANTH 4533 Middle East Cultures

COMM 4343 Intercultural Communication

HIST 3233 African American History to 1877

HIST 3243 African American History Since 1877

HIST 3263 History of the American Indian

JOUR 3263 African Americans in Film

JOUR 4923 History of the Black Press

SCWK 3193 Human Diversity and Social Work

SOCI 3193 Race, Class, and Gender in America

Other cultural/diversity courses as approved by the School of Journalism and Strategic Media.

Journalism and Strategic Media Core 16

All majors and minors must complete the GSP or Grammar, Spelling and Punctuation requirement as a prerequisite or co-requisite to JOUR 1033 Media Writing by completing one of these two options: 1) Pass JOUR 1003 Journalistic Writing Skills with a grade of C or better; or 2) Pass the GSP test with a grade of 75% or better. Once you officially declare a Journalism major or minor, you will obtain access to the GSP Blackboard course for option 2. Students who do not complete both the GSP requirement and JOUR 1033 with a C or better cannot enroll in any courses for which JOUR 1033 is a prerequisite. The GSP test is only administered a certain number of times each semester. Students must request a GSP test time a minimum of two weeks before they plan to take the test. There is no guarantee that GSP testing slots will be open when desired, so students must schedule well in advance.

A minimum grade of “C” is required in all journalism courses that serve as prerequisites for advanced journalism courses. In certain courses a minimum grade of “B” is required.

JOUR 1023 Media and Society

JOUR 1033 Fundamentals of Journalism

JOUR 3633 Media Law

JOUR 4333 Ethics in Journalism

JOUR 4981 Journalism Writing Requirement

Journalism Digital Requirement: JOUR 2053 Multimedia Journalism, JOUR 2063 Media Graphics and Technology, or JOUR 405V Specialized Journalism Seminar with the subtopic "Videography/Editing" or "Digital Content Strategy."

Advertising and Public Relations Courses 30

Students must have a cumulative GPA of 2.5 or higher to enroll in JOUR 3723 and JOUR 3743.

Students are required to earn a grade of “B” or higher in both JOUR 3723 and JOUR 3743 to qualify to take all other upper-level Advertising/Public Relations courses. Students may retake JOUR 3723 and JOUR 3743 only once to earn a grade of “B” or higher.

JOUR 3723 Advertising Principles

JOUR 3743 Public Relations Principles

JOUR 4143 Public Relations Writing

JOUR 4423 Creative Strategy and Execution

JOUR 4453 Media Planning & Strategy or JOUR 4473 Account Planning

An additional six credit hours in journalism courses. It is recommended that one course choice be an internship.

MKTG 3433 Introduction to Marketing

MKTG 3553 Consumer Behavior

MKTG 3633 Marketing Research

Non-JOUR General Electives 3

Total Hours 120

**Requirements for a B.A. degree in Journalism**

University and College Requirements for a Bachelor of Arts in Journalism: In addition to the Fulbright College of Arts and Sciences Graduation Requirements (see under Degree Completion Program Policy), the following course requirements must be met. Bolded courses from the course list below may be applied to portions of the University/state minimum core requirements.

University/State Minimum Core 35

Select one of the following: 3

**MATH 2033** Mathematical Thought

**MATH 2043** Survey of Calculus (ACTS Equivalency = MATH 2203)

**MATH 2053** Finite Mathematics

**MATH 2183** Mathematical Reasoning in a Quantitative World

**STAT 2303** Principles of Statistics (ACTS Equivalency = MATH 2103)

Or a higher level math.

**World language at the Intermediate I level (2000-level)**1 9

Select one of the following: 3

**WLIT 1113** World Literature I (ACTS Equivalency = ENGL 2113)

**WLIT 1123** World Literature II (ACTS Equivalency = ENGL 2123)

An advanced literature course

A language literature course

Select one of the following: 3

**PHIL 2003** Introduction to Philosophy (ACTS Equivalency = PHIL 1103)

**PHIL 2103** Introduction to Ethics (ACTS Equivalency = PHIL 1003)

Any PHIL course 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions)

**PLSC 2003** American National Government (ACTS Equivalency = PLSC 2003) 3

A second PLSC course (the following are recommended options): 3

PLSC 2813 Introduction to International Relations

PLSC 3233 The American Congress

PLSC 4233 The American Chief Executive

**ECON 2143** Basic Economics: Theory and Practice 3-6

or **ECON 2013 & ECON 2023** Principles of Macroeconomics (ACTS Equivalency = ECON 2103) and Principles of Microeconomics (ACTS Equivalency = ECON 2203)

COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) 3

Any HIST course 3000-level or higher 3

Cultural/Diversity Requirement: 3 hours of cultural/diversity studies to be selected from the following or as approved by the School of Journalism and Strategic Media: 3

ANTH 4533 Middle East Cultures

COMM 4343 Intercultural Communication

HIST 3233 African American History to 1877 2

HIST 3243 African American History Since 1877 2

HIST 3263 History of the American Indian 2

JOUR 3263 African Americans in Film 3

JOUR 4923 History of the Black Press 3

SCWK 3193 Human Diversity and Social Work

SOCI 3193 Race, Class, and Gender in America 4

Other cultural/diversity courses as approved by the School of Journalism and Strategic Media.

Journalism and Strategic Media Courses

A minimum grade of “C” is required in all journalism courses that serve as prerequisites for advanced journalism courses. In certain courses a minimum grade of “B” is required.

All majors and minors must complete the GSP or Grammar, Spelling and Punctuation requirement as a prerequisite or co-requisite to JOUR 1033 Media Writing by completing one of these two options: 1) Pass JOUR 1003 Journalistic Writing Skills with a grade of C or better; or 2) Pass the GSP test with a grade of 75% or better. Once you officially declare a Journalism major or minor, you will obtain access to the GSP Blackboard course for option 2. Students who do not complete both the GSP requirement and JOUR 1033 with a C or better cannot enroll in any courses for which JOUR 1033 is a prerequisite. The GSP test is only administered a certain number of times each semester. Students must request a GSP test time a minimum of two weeks before they plan to take the test. There is no guarantee that GSP testing slots will be open when desired, so students must schedule well in advance.

Journalism and Strategic Media Core 16

JOUR 1023 Media and Society

JOUR 1033 Fundamentals of Journalism

JOUR 3633 Media Law

JOUR 4333 Ethics in Journalism

JOUR 4981 Journalism Writing Requirement

Three credit hours towards the Journalism Digital Requirement (varies by concentration): For Broadcast, please select any JOUR course with a digital component, as approved by the School of Journalism and Strategic Media. For News/Editorial, please select JOUR 2053 Multimedia Journalism (to be taken concurrently or after JOUR 2013 News Reporting I.)

Concentration Requirements 21

Non-JOUR/ADPR General Electives 12

Total Hours 120

Footnotes

1 The number of credit hours taken to complete this level of proficiency depends on placement level in the language course sequence.

2 A cultural/diversity-approved HIST course is allowed to also satisfy the major's HIST course 3000-level or higher requirement.

3 A cultural/diversity-approved JOUR course is also allowed to satisfy a JOUR elective.

4 SOCI 2013 is a prerequisite to SOCI 3193.

Broadcast Concentration:

JOUR 2032 Broadcast News Reporting I

and JOUR 2031L Broadcast News Reporting I Laboratory 3

JOUR 3072 Broadcast News Reporting II

and JOUR 3071L Broadcast News Reporting II Laboratory 3

JOUR 4863 Television News Reporting I 3

JOUR 4873 Television News Reporting II 3

JOUR 4893 Television News Producing 3

Six credit hours in JOUR or ADPR courses. It is recommended that one course be an internship and another course be JOUR 4883. 6

Total Hours 21

News/Editorial Concentration:

JOUR 2013 News Reporting I 3

JOUR 3013 Editing 3

JOUR 3123 Feature Writing 3

JOUR 3023 News Reporting II 3

or JOUR 4503 Magazine Writing

or JOUR 4553 Magazine Editing and Production I

Nine credit hours in JOUR or ADPR courses. It is recommended that one course be an internship. 9

Total Hours 21