## DEGREE WORKSHEET FOR: Bachelor of Arts in Journalism Public Relations and Advertising Media Emphasis 2013-2014 Catalog

### YEAR 1 - FALL
- English 122 College Composition (see note 3) 3 credits
- Liberal Arts Core (see note 11) 12 credits
- Liberal Arts Core (see note 11) 12 credits
- 15 credits

### YEAR 1 - SPRING
- JMC 100 Intro to JMC (see note 3) 3 credits
- Liberal Arts Core (see note 11) 12 credits
- Liberal Arts Core (see note 11) 12 credits
- 15 credits

### YEAR 2 - FALL
- JMC 210 Newswriting 3 credits
- Liberal Arts Core (see note 11) 12 credits
- General Electives (see note 12) 9 credits
- BAMK 260 Intro to Marketing 3 credits
- 15 credits

### YEAR 2 - SPRING
- JMC 345 Advertising Principles 3 credits
- JMC 380 Public Relations 3 credits
- JMC 390 Impact of Mass Comm on Society 3 credits
- Minor Courses 6 credits
- Minor Courses 6 credits
- 15 credits

### YEAR 3 - FALL
- JMC 350 News Editing and Layout 3 credits
- JMC 385 Media Planning and Research 3 credits
- JMC 361 Magazine Writing OR JMC 387 Advertising Copywriting 3 credits
- Minor Courses 6 credits
- Minor Courses 6 credits
- 15 credits

### YEAR 3 - SPRING
- JMC 485 Media Ethics 3 credits
- JMC Elective (see note 5) 3 credits
- Minor Courses 6 credits
- General Electives (see note 12) 9 credits
- 15 credits

### YEAR 4 - FALL
- JMC 481 Public Relations Techniques (see note 4) 3 credits
- JMC 497 Mass Comm Law 3 credits
- General Electives (see note 12) 9 credits
- 15 credits

### YEAR 4 - SPRING
- JMC 497 Mass Comm Law 3 credits
- General Electives (see note 12) 9 credits
- 15 credits

### Notes
- Admission Requirement - See notes page 2.
- Minor Required (see note 9)
- Notes – see page 2.

### Contact Information
- School of Communication
- Candelaria 1265, 970-351-2726
- Box 114, University of Northern Colorado, Greeley, CO 80639
- School Web Page: [http://www.unco.edu/jmc](http://www.unco.edu/jmc)

This worksheet is a recommended schedule to complete your bachelor's degree in 4 years. Every UNC student must meet the following requirements in order to graduate with a bachelor's degree: earn a minimum of 120 semester credit hours; possess a minimum of a 2.00 cumulative grade point average; have at least 40 credit hours in courses designated as Liberal Arts Core; meet all degree requirements in the student’s major field of study. Each major and/or emphasis may have additional requirements necessary for graduation. Students must consult with their major advisor to receive information on any additional graduation requirements.
1. To become a Journalism major, you first become a pre-Journalism major. This is done by filling out a “Change of Major/Minor” form, available from the School of Communication. The pre-major should be declared in the freshman or sophomore year.

2. Application submission to full JMC-major status should take place during the sophomore year. It is important to note that the JMC major is a two-year program beyond the time at which a pre-major is admitted with full Journalism status.

3. To apply to become a Journalism major, students must meet the following requirements:
   - Complete 30 hours of undergraduate semester credit
   - Received a “C” or better in ENG 122
   - Received a “C” or better in JMC 100
   - Complete and submit an “Application for Admission to Journalism Major” form, available from the School of Communication three weeks before each deadline. Your application must reach the school office by the deadlines indicated below:
     - Fall semester deadline: February 15
     - Spring semester deadline: October 15
   - No admission decisions are made during the summer

4. This course may be offered during only one semester during the academic year. If this course is offered in Fall, it may not be offered the following Spring. If offered in Spring, it may not be offered the following Fall.

5. JMC 492 Mass Comm Internship strongly recommended.

6. Students majoring in Journalism are not permitted to apply more than 40 credits with a JMC prefix toward meeting the required 120 semester hours for graduation.

7. JMC majors must complete 80 hours outside JMC. Of these 80 hours, 65 must be in the liberal arts, defined as (1) any course in the Liberal Arts Core, and (2) any courses with the following prefixes: AFS, ANT, AST, BIO, CHEM, CHIN, COMM, CRJ, ECON, ENG, ENST, ESCI, FL, FR, GEOG, GEOI, GER, HISP, HIST, HUM, JAPN, MATH, MAS, MCS, MIND, OCN, PHIL, PHYS, PSCI, SC, SOC, SOSC, SPAN, WS.

8. To graduate with a B.A. in Journalism, all students must receive a “C” or higher in all courses in the major.

9. Journalism majors may not take the Media Studies minor. Students cannot declare a minor until they have been admitted to the major.

10. Journalism majors must complete the requirements for only one journalism emphasis, and changing from one emphasis to another after admission to the major may be prohibited by the program.

11. LAC recommended courses: ECON 205, GEOG 100, GEOG 110, HIST 101, PSCI 100, PSCI 203.


13. Only 12 hours of JMC-type credit toward the JMC major and the 120 total hours needed to graduate can be accepted in transfer. If UNC accepts more than 12 hours of JMC-type credit in transfer, the student will need more than 120 hours to graduate.

This program is designed to prepare students to enter the field of mass communications media. Students in this emphasis learn the theory, writing skills and professional competencies they need to practice effective public relations and to effectively use media for advertising and promotion.

Students successful in the emphasis learn techniques and tools for entry-level employment in public relations, community relations, media relations, advertising or promotion. Students also become familiar with the history, ethical issues and professional problems in these areas and are thereby prepared to assume professional careers and/or undertake graduate study in these areas.