



**DEGREE WORKSHEET FOR:
Bachelor of Arts in Journalism
Public Relations and Advertising Media Emphasis
2014-2015 Catalog**

YEAR 1- FALL		YEAR 1- SPRING	
English 122 College Composition (see note 3)	3 credits	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		15 credits
YEAR 2- FALL		YEAR 2 SPRING	
JMC 210 Newswriting	3 credits	Liberal Arts Core (see note 11)	3 credits
Liberal Arts Core (see note 11)	12 credits	General Electives (see note 12)	9 credits
	15 credits	BAMK 260 Intro to Marketing	3 credits
			15 credits
YEAR 3- FALL		YEAR 3 SPRING	
JMC 345 Advertising Principles	3 credits	JMC 350 News Editing and Layout	3 credits
JMC 380 Public Relations	3 credits	JMC 385 Media Planning and Research	3 credits
JMC 390 Impact of Mass Comm on Society	3 credits	JMC 361 Magazine Writing <u>OR</u>	
		JMC 387 Advertising Copywriting	3 credits
Minor Courses	6 credits	Minor Courses	6 credits
	15 credits		15 credits
YEAR 4- FALL		YEAR 4- SPRING	
JMC 485 Media Ethics	3 credits	JMC 481 Public Relations Techniques (see note 4)	3 credits
JMC Elective (see note 5)	3 credits	JMC 497 Mass Comm Law	3 credits
Minor Courses	6 credits	General Electives (see note 12)	9 credits
General Elective (see note 12)	3 credits		
	15 credits		15 credits

Minimum total credits for graduation: 120

Minimum total credits for JMC PR/Ad emphasis: 39

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>

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.**

Notes

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 48 credits with a JMC prefix toward meeting the required 120 semester hours for graduation.
7. JMC majors must complete 72 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, CRI, ECON, ENG, ENST, ESCI, FL, FR, GEOG, GEOL, GER, HISP, HIST, HUM, JAPN, MATH, MAS, MCS, MIND, OCN, PHIL, PHYS, PSCI, SCI, 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.
12. Recommended General Elective courses: BAMK 365, BAMK 461, BAMK 470, COMM 100/101, COMM 212, COMM 330, COMM 331, COMM 343.
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.