



**DEGREE WORKSHEET FOR  
Journalism and Media Studies  
Strategic Communications Emphasis  
2016-2017 Catalog**

YEAR 1- FALL	YEAR 1- SPRING
ENG 122 College Composition (see note 3) 3 credits Liberal Arts Core (see note 11) 12 credits  15 credits	JMS 100 Intro to Journalism and Media Studies (see note 3) 3 credits Liberal Arts Core (see note 11) 12 credits  15 credits
YEAR 2- FALL	YEAR 2 SPRING
JMS 210 Media Writing 3 credits Liberal Arts Core (see note 11) 12 credits  15 credits	JMS 212 Visual Media 3 credits Liberal Arts Core (see note 11) 9 credits University-wide Elective (see note 12) 3 credits 15 credits
YEAR 3- FALL	YEAR 3 SPRING
JMS 345 Introduction to Strategic Communications 3 credits JMS 390 Impact of Mass Media on Society 3 credits Minor Courses 6 credits University-wide Elective (see note 12) 3 credits 15 credits	JMS 351 Editing and Design for Strategic Communications 3 credits JMS 380 Strategic Communications Techniques 3 credits JMS 385 Media Planning and Research 3 credits Minor Courses 6 credits 15 credits
YEAR 4- FALL	YEAR 4- SPRING
JMS 485 Media Ethics 3 credits JMS 460 Media Management (see note 4) 3 credits JMS Elective (see note 5) 3 credits Minor Courses 6 credits 15 credits	JMS 481 Strategic Communications Campaigns 3 credits JMS 497 Media Law 3 credits University-wide Electives (see note 12) 9 credits  15 credits

**Minimum total credits for graduation: 120**

**Minimum total credits for JMS Strategic Communications 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/jms>**

This worksheet is a recommended schedule to complete your bachelor’s degree in four 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; and 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 adviser to receive information on any additional graduation requirements.**

## Notes

1. To become a journalism major, you first become a pre-journalism major, which is done by completing 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 JMS-major status should take place during the sophomore year. It is important to note that the JMS 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 (C- is not acceptable)
  - Received a “C” or better in JMS 100 (C- is not acceptable)
  - Complete and submit, in person, an “Application for Admission to Journalism Major” form, available online at <http://www.unco.edu/jms/admissions.html>. Your application must be submitted to the School of Communication office between Oct. 1 and Oct. 15 for fall admission and between Feb. 1 and Feb. 15 for spring admission. Application deadlines are Oct. 15 and Feb. 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. JMS 492 Internship strongly recommended.
6. Students majoring in journalism are not permitted to apply more than 48 credits with a JMS prefix toward meeting the required 120 semester hours for graduation.
7. JMS majors must complete at least 72 hours outside JMS.
8. To graduate with a B.A. in journalism, all students must receive a “C” or higher in all courses in the major. C- is not acceptable.
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; changing from one emphasis to another after admission to the major may be prohibited by the program.
11. Recommended Liberal Arts Core courses: HUM 130, BA 205, ENG 123, PHIL 100, HIST 101, GEOG 100, PSY 120, SOC 100, CHEM 101 and 102, ENST 100, SCI 109.
12. Recommended General Elective courses: BAMK 461, COMM 100/101, COMM 212, COMM 330, COMM 331, COMM 343, STAT 150.
13. Only 12 hours of JMS-type credit toward the JMS major and the 120 total hours needed to graduate can be accepted in transfer. If UNC accepts more than 12 hours of JMS-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 strategic communications. Students in this emphasis learn the theory, writing skills and professional competencies they need to practice effective public relations, advertising, promotion and marketing. 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.