

# JOURNALISM (ADVERTISING AND PUBLIC RELATIONS), BACHELOR OF ARTS

The University Core Curriculum is the same across all undergraduate bachelor's programs. Please consult the academic advisor for your designated major before selecting courses in this area.

Code	Title	Hours
General Education Core Curriculum (p. 1)		42
Major Requirements (p. 1)		40
Electives (p. 1)		2
Minor (p. 1)		21
Concentration (p. )		15
<b>Total Hours</b>		<b>120</b>

## General Education Core Curriculum (Standard)<sup>1</sup>

Code	Title	Hours
<b>Communication</b>		
ENGL 1301	Freshman English I	3
ENGL 1302	Freshman English II	3
<b>Mathematics</b>		
MATH 1314	College Algebra	3
<b>Life and Physical Sciences</b>		
BIOL 1308	Survey of Life Science	3
GEOL 1303	Introduction To The Earth	3
<b>Language, Philosophy, and Culture</b>		
ENG 2XX <sup>3</sup>		3
<b>Creative Arts</b>		
Select one of the following:		3
MUSI 1306	Music Appreciation	
MUSI 1315	Fine Arts In Daily Living	
THEA 1310	Introduction to Theatre	
ARTS 1315	Intro African Art	
<b>American History</b>		
HIST 1301	Soc & Pol Hist US to 1877	3
HIST 1302	Soc & Pol Hist US Since 1877	3
<b>Government/Political Science</b>		
POLS 2305	American Government	3
POLS 2306	Texas Government	3
<b>Social and Behavioral Sciences</b>		
Select one of the following:		3
PSYC 2301	General Psychology	
SOCI 1301	Introduction To Sociology	
SOCI 1306	Contemporary Social Issues	
<b>Institutional Options</b>		
COMM 1321	Business & Professional Comm	3
or COMM 1315 Public Address		

COSC 1301	Intro To Compr Science I	3
<b>Total Hours</b>		<b>42</b>

1

Students should be advised by a major advisor prior to registering for any credit, particularly any core curriculum credit as listed.

2

(N) represents the number of course credits.

3

ENGL 2332 World Literature I, ENGL 2333 World Literature II, ENGL 2326 American Literature, or ENGL 2328 African-American Literature

## Major (Journalism)

Code	Title	Hours
COMM 110	Speech Proficiency Lab	1
COMM 130	Introduction to Communication Studies	3
COMM 200	Intro to Media Research Tech	3
COMM 330	PROFFESS DEVELOPMENT & ETHIC	3
COMM 332	Computer Applications in Communication	3
COMM 430	Experiential Learning	3
JOUR 132	Intro To Reporting	4
JOUR 235	Online Journalism	3
JOUR 238	Intermediate Reporting	4
JOUR 253	News Editing I	3
JOUR 331	Law & Ethics Of Journalism	3
JOUR 332	Advanced Reporting	4
JOUR 335	Computer Assisted Reporting	3
<b>Total Hours</b>		<b>40</b>

## Concentration

Code	Title	Hours
JOUR 232	Intro To Advertising	3
JOUR 234	Intro To Pub Rel	3
JOUR 356	Advertising & Pr Campaigns	3
JOUR 435	Multimedia Graphic Designs	3
JOUR electives approved by major advisor		3
<b>Total Hours</b>		<b>15</b>

## electives

Code	Title	Hours
FS 102	Freshman Seminar/ first Year Experience <sup>1</sup>	1
Elective		1
<b>Total Hours</b>		<b>2</b>

1

Transfer students can substitute FS 102 with any course to complete the total credit hours required for graduation by their degree plan.

## Minor Requirements

Code	Title	Hours
Minor is required. Contact department of choice after being admitted.		21
<b>Total Hours</b>		<b>21</b>

Course	Title	Hours	Minor	3	
<b>First Year</b>			<b>Hours</b>		
<b>First Semester</b>			<b>12</b>		
ENGL 1301	Freshman English I	3	<b>Fourth Year</b>		
MATH 1314	College Algebra	3	<b>Seventh Semester</b>		
BIOL 1308	Survey of Life Science	3	Journalism Elective	3	
FS 102	Freshman Seminar/ first Year Experience	1	COMM 430	Experiential Learning	3
COMM 1321	Business & Professional Comm	3	JOUR 332	Advanced Reporting	4
or COMM 1315	or Public Address		JOUR 435	Multimedia Graphic Designs	3
COSC 1301	Intro To Compr Science I	3	Minor	3	
<b>Hours</b>			<b>16</b>		
<b>Second Semester</b>			<b>Hours</b>		
<b>16</b>			<b>16</b>		
ENGL 1302	Freshman English II	3	<b>Eighth Semester</b>		
ARTS 1315	Intro African Art	3	Minor	12	
or THEA 1310	or Introduction to Theatre		Elective	1	
or MUSI 131	or Introduction To Music		<b>Hours</b>		
GEOL 1303	Introduction To The Earth	3	<b>13</b>		
PSYC 2301	General Psychology	3	<b>Total Hours</b>		
or SOCI 1301	or Introduction To Sociology		<b>120</b>		
or SOCI 1306	or Contemporary Social Issues				
COMM 110	Speech Proficiency Lab	1			
COMM 130	Introduction to Communication Studies	3			
<b>Hours</b>			<b>16</b>		
<b>Second Year</b>					
<b>Third Semester</b>					
POLS 2305	American Government	3			
HIST 1301	Soc & Pol Hist US to 1877	3			
ENGL 2332	World Literature I	3			
or ENGL 2333	or World Literature II				
or ENGL 2326	or American Literature				
or ENGL 2328	or African-American Literature				
JOUR 132	Intro To Reporting	4			
COMM 200	Intro to Media Research Tech	3			
<b>Hours</b>			<b>16</b>		
<b>Fourth Semester</b>					
POLS 2306	Texas Government	3			
HIST 1302	Soc & Pol Hist US Since 1877	3			
JOUR 232	Intro To Advertising	3			
JOUR 235	Online Journalism	3			
JOUR 238	Intermediate Reporting	4			
<b>Hours</b>			<b>16</b>		
<b>Third Year</b>					
<b>Fifth Semester</b>					
JOUR 253	News Editing I	3			
JOUR 234	Intro To Pub Rel	3			
JOUR 331	Law & Ethics Of Journalism	3			
COMM 332	Computer Applications in Communication	3			
Minor		3			
<b>Hours</b>			<b>15</b>		
<b>Sixth Semester</b>					
JOUR 335	Computer Assisted Reporting	3			
JOUR 356	Advertising & Pr Campaigns	3			
COMM 330	PROFFESS DEVELOPMENT & ETHIC	3			