

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
Total Hours		120

General Education Core Curriculum (Standard)¹

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

COSC 1301	Intro To Compr Science I	3
Total Hours		42

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
Total Hours		40

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
Total Hours		15

electives

Code	Title	Hours
FS 102	Freshman Seminar/ first Year Experience ¹	1
Elective		1
Total Hours		2

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
Total Hours		21

Course	Title	Hours	Minor	3	
First Year			Hours	12	
First Semester			Fourth Year		
ENGL 1301	Freshman English I	3	Seventh Semester		
MATH 1314	College Algebra	3	Journalism Elective	3	
BIOL 1308	Survey of Life Science	3	COMM 430	Experiential Learning	3
FS 102	Freshman Seminar/ first Year Experience	1	JOUR 332	Advanced Reporting	4
COMM 1321	Business & Professional Comm	3	JOUR 435	Multimedia Graphic Designs	3
or COMM 1315	or Public Address		Minor	3	
COSC 1301	Intro To Compr Science I	3	Hours	16	
Hours		16	Eighth Semester		
Second Semester			Minor	12	
ENGL 1302	Freshman English II	3	Elective	1	
ARTS 1315	Intro African Art	3	Hours	13	
or THEA 1310	or Introduction to Theatre		Total Hours	120	
or MUSI 131	or Introduction To Music				
GEOL 1303	Introduction To The Earth	3			
PSYC 2301	General Psychology	3			
or SOCI 1301	or Introduction To Sociology				
or SOCI 1306	or Contemporary Social Issues				
COMM 110	Speech Proficiency Lab	1			
COMM 130	Introduction to Communication Studies	3			
Hours		16			
Second Year					
Third Semester					
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			
Hours		16			
Fourth Semester					
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			
Hours		16			
Third Year					
Fifth Semester					
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			
Hours		15			
Sixth Semester					
JOUR 335	Computer Assisted Reporting	3			
JOUR 356	Advertising & Pr Campaigns	3			
COMM 330	PROFFESS DEVELOPMENT & ETHIC	3			