

## GENERAL EDUCATION REQUIREMENTS

A comprehensive list of approved courses that may be taken to meet general education requirements can be found at

<http://gened.unomaha.edu/approvedcourses.php>

**Fundamental Academic Skills (15 hours)** All of the Fundamental Academic Skills courses must be completed in the first 60 hours of coursework.

<b>English/Writing*</b>					<b>9 hrs</b>	* English placement requires English Placement Exam. Students who show proficiency in English 1150 and/or 1160 are still required to complete third writing course.  * Third writing course must be chosen from approved list
ENGL 1150	Composition I				3	
ENGL1160/64	Composition II				3	
					3	
<b>Math*</b>					<b>3 hrs</b>	* Math placement determined by ACT score or Math Placement Exam.  * Minimum MATH 1310, scores may show proficiency in this area.
MATH					3	
<b>Oral Communication*</b>					<b>3 hrs</b>	* Choose from SPCH 1110 or 2120
SPCH					3	

### Distribution Requirements (26 hours)

<b>Humanities/Fine Arts*</b>					<b>9 hrs</b>	<b>HUMANITIES/FINE ARTS</b>  The branches of learning concerned with the meaning, value and history of human existence, and the various forms of humanistic/artistic expression and the role these artifacts play across various cultures.  * Choose 3 courses from at least two different disciplines
<b>Social Science*</b>					<b>9 hrs</b>	<b>SOCIAL SCIENCE</b>  The branch of science that studies the dynamics that make up the world, particularly the relationships between individuals, groups, societies and social institutions.  * Choose 3 courses from at least two different disciplines
<b>Natural Science*</b>					<b>8 hrs</b>	<b>NATURAL SCIENCE</b>  The branch of science that studies the nature of scientific inquiry and the operation of the natural, physical and technological world.  * One course must include a lab  * Choose two courses from different disciplines

### Diversity (6 hours)

<b>U.S. Diversity*</b>					<b>3 hrs</b>	<b>U.S. DIVERSITY</b>  U.S. Diversity focuses on the history, society and/or culture of one or more underrepresented groups in the United States.
<b>Global Diversity*</b>					<b>3 hrs</b>	<b>GLOBAL DIVERSITY</b>  Global Diversity focuses on the cultural, economic, geographical, historical, political and/or sociological aspects of one or more countries or nations other than or in comparison to the U.S.  * Cultural diversity courses may be double counted from other requirement areas.

### General Electives (0-14 hours) \*

						* Students may need general electives to reach the 120 hours required for graduation. The number of needed elective hours depends on major/concentration area.
						* Students may apply ONLY 4 hours of physical activity credit to general electives

## Journalism and Media Communication Major: Public Relations/Advertising Sequence

### Journalism & Media Communication Core (27 hours)

JOUR 1500	Introduction to Mass Communication			3
JOUR 2000	Information Literacy for Communication Professionals			3
JOUR 2100	Media Writing Lab			3
JOUR 2104	Media Writing Lecture			1
JOUR 2200	Media Storytelling I			3
JOUR 2300	Media Storytelling II			3
JOUR 4410	Communication Law			3
JOUR 4450	Journalism and Media Comm. Capstone I			3
JOUR 4460	Journalism and Media Comm. Capstone II			3
JOUR 4960	Internship and Career Prep. Seminar			1
	<b>AND</b>			
JOUR 4970	Internship Experience			1
	<b>OR</b>			
JOUR 3970	Applied JOUR/BRCT			1

### Research Application (3 hours)

#### Select ONE\* of the following:

BRCT 4350	Media Communication Research			3
JOUR 3300	Social Media Metrics			3

### Advanced Critical Thinking (3 hours)

#### Select ONE of the following:

BRCT 4310	Political Broadcasting			3
BRCT 4380	Film Theory and Criticism			3
JOUR 3700	Introduction to Visual Comm. and Culture			3
JOUR 4010	History of Mass Communication			3
JOUR 4390	Media Management			3
JOUR 4400	Mass Media Ethics			3
JOUR 4500	Mass Communication and Public Opinion			3
JOUR 4920	Media Literacy			3

### Communication Studies (SPCH) Courses\* (6 hours)

#### \*Adviser approved


### Electives in Journalism/Broadcasting\* (6 hours)

#### \*Adviser approved


### Public Relations/Advertising Sequence Core (12 hours)

JOUR 3230	Principles of Public Relations			3
JOUR 3500	Public Relations and Advertising Design			3
JOUR 3620	Principles of Creative Advertising			3
JOUR 4250	Strategic Writing for Advertising/PR			3

### Journalism and Media Communication majors must choose either a Bachelor of Arts OR a Bachelor of Science:

#### Foreign Language (16 hours)

**BA ONLY** - All BA students must complete four semesters of the same foreign language or have previously completed four years of the same foreign language in high school, which must be verified by HS transcripts.

Language:				

### Area of Concentration/Minor (15 hours)

**BS ONLY** - All BS students must complete an area of concentration (15 hours total in one subject area or related subject areas); at least 6 hrs. of 3000-4000 level coursework must be completed OR a minor as prescribed by outside department.

Concentration:				
Minor:				

NAME:

SID:

ADMITTED:

TRANSFERS: