



SCHOOL OF COMMUNICATION

JOURNALISM AND MEDIA COMMUNICATION
Sequence: PUBLIC RELATIONS/ADVERTISING

Name: _____

Semester Admitted: _____

ID# _____

Second Field/Minor: _____

JOURNALISM & MEDIA COMMUNICATION	27 hrs.
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REQUIRED CORE COURSES

JMC 1500	Intro. to Journalism & Media Comm.			3
JMC 2000	Inform. Literacy for Comm. Professionals			3
JMC 2100	Media Writing Lab			3
JMC 2104	Lecture			1
JMC 2200	Media Storytelling I			3
JMC 2300	Media Storytelling II			3
JMC 4410	Communication Law & Policy			3
JMC 4450	Jour. & Media Comm. Capstone I			3
JMC 4460	Jour. & Media Comm. Capstone II			3
JMC 4960	Internship & Career Prep. Seminar			1
JMC 4970	Internship Experience	OR		1
JMC 3970	Applied JMC			

RESEARCH APPLICATION	3 hrs.
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JMC 3350	Media Communication Research			3
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ELECTIVES IN COMM. STUDIES (adviser approved)	6 hrs.
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CMST				3
CMST				3

ELECTIVES IN JMC (adviser approved)	6 hrs.
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JMC				3
JMC				3

PUBLIC RELATIONS/ADVERTISING SEQUENCE	12 hrs.
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REQUIRED COURSES

JMC 3230	Principles of Public Relations			3
JMC 3500	PR & Advertising Design			3
JMC 3620	Principles of Creative Advertising			3
JMC 4250	Strategic Writing for Adv./PR			3

ADVANCED CRITICAL THINKING	6 hrs.
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Select TWO courses from the following:

JMC 3700	Intro. to Visual Communication & Culture			
JMC 4010	History of Mass Comm.			
JMC 4040	Social Media Measurement and Management			
JMC 4240	Public Relations Case Studies			
JMC 4260	Media Relations			
JMC 4310	Media & Politics			
JMC 4380	Film Theory and Criticism			
JMC 4390	Media Entrepreneurship			
JMC 4400	Mass Media Ethics			
JMC 4500	Mass Communication & Public Opinion			
JMC 4920	Media Literacy			
JMC				3
JMC				3

BACHELOR OF ARTS OR BACHELOR OF SCIENCE OPTIONS

BA ONLY - Foreign Language	16 hrs.
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Language: _____

B.A. 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 official HS transcripts.

BS ONLY - Second Field/Minor	15 hrs.
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Second Field/Minor: _____

B.S. students must complete one of the following:

- Second Field-15 credit hours in one subject area or related subject areas; minimum 6 hrs. of 3000-4000 level coursework.
- A minor as prescribed by an outside department.

				3
				3
				3
				3
				3