

Fulbright College Eight Semester Degree Completion Program Bachelor of Arts in Journalism Advertising/Public Relations 2008

Fall Semester 1	Hours	Spring Semester 1	Hours
ENGL 1013 Composition I	3	ENGL 1023 Composition II	3
MATH 1203 (If required) or †MATH 2043, 2053, 2183 or 2554	3	†MATH 2043, 2053, 2183 or 2554 or Core from areas a, b, c, d or e (as needed)	3
Core from areas a, b, c, d or e (as needed)	3	JOUR 1023 Media and Society or JOUR 1033 Fundamentals of Journalism	3
Core from areas a, b, c, d or e (as needed)	3	Core from area f (as needed)	4
Core from areas a, b, c, d or e (as needed)	3	ECON 2143 Basic Economics or Core from areas a, b, c, d or e (as needed)	3
Total Hours	15	Total Hours	16
Fall Semester 2	Hours	Spring Semester 2	Hours
ECON 2143 Basic Econ. (if needed) or Core from areas a, b, c, d or e (as needed)	3	†ENGL 2013 Essay Writing (completes core group g) or †Advanced Level Elective	3
JOUR 1023 Media and Society or JOUR 1033 Fundamentals of Journalism (as needed)	3	†MKTG 3433 Introduction to Marketing Strategy	3
Core from areas a, b, c, d or e (as needed)	3	Core from areas a, b, c, d or e (as needed)	3
Core from areas a, b, c, d or e (as needed)	3	Core from areas a, b, c, d or e (as needed)	3
Core from areas a, b, c, d or e (as needed)	3	Core from areas a, b, c, d or e (as needed)	3
Total Hours	15	Total Hours	15
Fall Semester 3	Hours	Spring Semester 3	Hours
††JOUR 3723 Advertising Principles ¹ or JOUR ††3743 Public Relations Principles	3	††JOUR 3723 Advertising Principles ¹ (if not taken earlier) or ††JOUR 3743 Public Rel. Principles	3
†MKTG 3553 Consumer Behavior	3	†ENGL 2013 Essay Writing (completes core group g) if not taken earlier or †Advanced Level Elective	3
Core from areas a, b, c, d or e (as needed)	3	††JOUR 3633 Media Law	3
Core from area f (as needed)	4	Core from areas a, b, c, d or e (as needed)	3
††Upper-level elective in Fulbright College	3	Core from area f (as needed)	4
Total Hours	16	Total Hours	16
Fall Semester 4	Hours	Spring Semester 4	Hours
JOUR Elective ²	3	JOUR Elective ²	3
††JOUR 4143 Public Relations Writing ³ (or in Spring Semester 4)	3	JOUR Elective ²	3
††JOUR 4423 Creative Strategy & Execution ³ (or in Spring Semester 4)	3	†Advanced Level Elective	3
††JOUR 4453 Media Planning & Strategy ³ (or in Spring Semester 4)	3	Core from areas a, b, c, d or e (as needed)	3
†Advanced Level Elective	3	Core from areas a, b, c, d or e (if needed)	3
General Elective	1	††Upper-level elective in Fulbright College (if needed) or General Elective	3
Total Hours	16	Total Hours	15-18

Core areas must be completed as outlined in Catalog of Studies or in the "Additional Fulbright College Core Requirement Areas" table on the reverse side.

Core requirement hours may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute a three-hour (or more) general elective in place of a core area.

Note: A minimum grade of "C" is required in all Journalism courses that serve as prerequisites for advanced Journalism courses.

¹ 2.25 overall grade-point average required to enroll in the Ad/PR sequence and students must earn a grade of at least "B" in both JOUR 3723 and JOUR 3743 to qualify to take the upper level Ad/PR sequence of courses. Students can only retake JOUR 3723 and JOUR 3743 once to earn a grade of "B."

² Any three (3) additional Journalism courses for which the student has prerequisites. It is recommended that one choice be an internship and another should be JOUR 4463

³ Due to high demand students may have to take the upper-level Ad/PR sequence courses in their final semester. This may change the order of courses in the final year. Contact the Journalism Department for information about the enrollment procedure for these courses.

† Meets 40-hour advanced credit hour requirement. See 3 on Graduation Requirements Checklist or see the Catalog of Studies.

‡ Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College), in addition to meeting the 40-hour rule. See 2b on Graduation Requirements Checklist or see the Catalog of Studies.

Additional Fulbright College BA Core Requirement Areas *(Pre-requisite requirements in italics)*

Core Area	Hours	Courses
a. Communication	3	COMM 1313 Fundamentals of Communication
b. US History/ American National Government and Western Civilization	9	U.S. History/American National Government- 3 hours from: HIST 2003 History of the American People to 1877 or HIST 2013 History of the American People from 1877 or PLSC 2003 American National Government Western Civilization – 6 hours from: HIST 1003 Western Civilization I and HIST 1013 Western Civilization II OR HIST 1113 World Civilizations I and HIST 1123 World Civilizations II
c. Foreign Language	Up to 12 hours (depending on placement)	Completion through the Intermediate II (2013) level in a single language (Includes course numbers 1003*, 1013, 2003, 2013) *1003 is non-degree credit unless student completed two years in a single foreign language in high school and takes 1003 in a different language. Students under this plan must begin with a degree-credit course in foreign language.
d. Fine Arts/ World Literature/ Philosophy	15	Fine Arts – 6 hours from two areas: ARCH 1003 Architecture Lecture or LARC 1003 Landscape Architecture ARHS 1003 Art History or ARTS 1003 Art Studio (<i>not core credit for art majors</i>) COMM 1003 Film Lecture DANC 1003 Movement and Dance DRAM 1003 Theater Lecture (<i>not core credit for drama majors</i>) HUMN 1003 Introduction to the Arts and Aesthetics MLIT 1003 Music Lecture World Literature – 6 hours to include: WLIT 1113 World Literature I and either WLIT 1123 World Literature II (<i>WLIT 1113</i>) OR a) a foreign language literature course b) any other WLIT course c) CLST 1003 Classical Studies: Greece or CLST 1013 Classical Studies: Rome Philosophy – 3 hours from: PHIL 2003 Introduction to Philosophy or PHIL 2103 Introduction to Ethics
e. Social Sciences	6	ANTH 1023 Introduction to Cultural Anthropology ECON 2013 Principles of Macroeconomics (<i>MATH 1203</i>) or ECON 2143 Basic Economics GEOG 2003 World Regional Geography PLSC 2013 Introduction to Comparative Politics PSYC 2003 General Psychology SOC 2013 General Sociology or SOCI 2033 Social Problems
f. Natural Sciences	12 hours total with at least 4 hours of Biological Sciences and 4 hours of Physical Sciences	Biological Sciences ANTH 1011L/1013 Biological Anthropology BIOL 1541L/1543 Principles of Biology BIOL 1611L/1613 Plant Biology (<i>BIOL 1541L/1543</i>) BIOL 2011L/2013 General Microbiology (<i>BIOL 1541L/1543 & 2 semesters of general chemistry</i>) BIOL 1601L/1603 General Zoology (<i>BIOL 1541L/1543</i>) Physical Sciences ASTR 2001L/2003 Survey of the Universe CHEM 1051L/1053 Chemistry in the Mod. World CHEM 1101L/1103 University Chemistry I (<i>MATH 1203 or equiv.</i>) and CHEM 1121L/1123 University Chemistry II (<i>CHEM 1103</i>) GEOL 1111L/1113 General Geology and GEOL 1131L/1133 Environmental Geology (<i>GEOL 1111L/1113</i>) PHYS 1021L/1023 Physics in Human Affairs PHYS 2011L/2013 College Physics I (<i>MATH 1203 & MATH 1213</i>) and PHYS 2031L/2033 College Physics II (<i>PHYS 2013</i>) PHYS 2050L/2054 University Physics I (<i>Pre-requisite or Co-requisite: MATH 2554</i>) PHYS 2070L/2074 University Physics II (<i>PHYS 2054; Pre-requisite or Co-requisite: MATH 2564</i>)
g. Advanced Composition	3 hours - Exemption may be granted by either: a) grades of "A" or "B" in ENGL 1013 and "A" in ENGL 1023 taken at UA or b) passing the Advanced Composition Exam* (Journalism majors must complete ENGL 2013)	ENGL 2003 Advanced Composition or ENGL 2013 Essay Writing (ENGL 2013 is required for all journalism majors) *(Students must satisfy the ENGL 1013 and 1023 requirement and complete 30 credit hours before taking the Advanced Composition Exam. The exam must be taken before the student has completed 96 credit hours. Students who do not pass the Advanced Composition Exam must take ENGL 2003.)