

Journalism/Advertising-Public Relations Core and Major Requirements (Bachelor of Arts) – Catalog Year 2004

Hrs	Course Requirements	Hrs	Course Requirements	Hrs	Course Requirements
6	Freshmen Composition: <input type="checkbox"/> ENGL 1013 and <input type="checkbox"/> ENGL 1023	3	Philosophy: <input type="checkbox"/> PHIL 2003 or <input type="checkbox"/> PHIL 2103	6	Western Civilization: <input type="checkbox"/> WCIV 1003 and <input type="checkbox"/> WCIV 1013
0-3	Advanced Composition: <input type="checkbox"/> ENGL 2003 or <input type="checkbox"/> ENGL 2013* Exemption may be granted by: 1) grade of at least "B" in ENGL 1013 and "A" in ENGL 1023 taken at the U of A, or 2) passing exemption exam	3-4	Mathematics: <input type="checkbox"/> MATH 2043 (<i>Math 1203 or equiv.</i>) or <input type="checkbox"/> MATH 2053 (<i>Math 1203 or equiv.</i>) or <input type="checkbox"/> MATH 2554 (<i>Math 1203 & 1213 or Math 1285 or equivalent</i>)	12	Natural Sciences: At least 4 hours must be chosen from biological and 4 hours from physical. <u>Biological Sciences</u> <input type="checkbox"/> ANTH 1013/1011L <input type="checkbox"/> BIOL 1543/1541 L <input type="checkbox"/> BIOL 1613/1611L** <input type="checkbox"/> BIOL 2013/2011L** <input type="checkbox"/> BIOL 1603/1601L** <u>Physical Sciences</u> <input type="checkbox"/> ASTR 2003/2001L <input type="checkbox"/> CHEM 1053/1051L <input type="checkbox"/> CHEM 1103/1101L** <input type="checkbox"/> CHEM 1123/1121L** <input type="checkbox"/> GEOL 1113/1111L <input type="checkbox"/> GEOL 1133/1131L <input type="checkbox"/> PHYS 1023/1021L <input type="checkbox"/> PHYS 2013/2011L** <input type="checkbox"/> PHYS 2033/2031L** <input type="checkbox"/> PHYS 2054/2050** <input type="checkbox"/> PHYS 2074/2070**
6	Fine Arts: <input type="checkbox"/> ARCH 1003 or LARC 1003 <input type="checkbox"/> ARHS 1003 or ARTS 1003 <input type="checkbox"/> COMM 1003 <input type="checkbox"/> DANC 1003 <input type="checkbox"/> DRAM 1003 <input type="checkbox"/> HUMN 1003 <input type="checkbox"/> MLIT 1003	6	Social Science: <input type="checkbox"/> ANTH 1023 <input type="checkbox"/> ECON 2013 (<i>Math 1203</i>) or ECON 2143* <input type="checkbox"/> GEOG 2103 or GEOG 2203 <input type="checkbox"/> PLSC 2013 <input type="checkbox"/> PSYC 2003 <input type="checkbox"/> SOCI 2013 or SOCI 2033		
3	Communication: <input type="checkbox"/> COMM 1313	3	U.S. History/American Government: <input type="checkbox"/> HIST 2003 or <input type="checkbox"/> HIST 2013 or <input type="checkbox"/> PLSC 2003		
6	World Literature: <input type="checkbox"/> WLIT 1113 and <input type="checkbox"/> WLIT 1123 (<i>WLIT 1113</i>), a foreign language literature course, any other WLIT course, CLST 1003, or CLST 1013	0-12	Foreign Language ¹ : <input type="checkbox"/> Completion of the Intermediate II level (2013) in a single language. **See advisor for placement**		

Course prerequisites in parentheses

*Major requirement

**See Catalog of Studies and/or advisor for prerequisite information.

Major Requirements for a Bachelor of Arts Degree in Journalism, Advertising/Public Relations Sequence:

- ❖ 33 semester hours in Journalism including:
 - JOUR 1023*** Media and Society
 - JOUR 1033*** Fundamentals of Journalism
 - JOUR 3633*** Media Law (*Junior Standing*)
 - JOUR 498V Journalism Writing Requirement (*optional for students who wish to receive credit for their senior paper*)
- ***Please note that a minimum grade of "C" is required in all Journalism courses that serve as prerequisites for advanced Journalism courses.***
- ENGL 2013 Essay Writing (*ENGL 1013 & 1023*)
- JOUR 3723 Advertising Principles (*Junior Standing*) (*A minimum grade of "B" is required for students to continue in the program*)
- JOUR 3743 Public Relations Principles (*Junior Standing*) (*A minimum grade of "B" is required for students to continue in the program*)
- JOUR 4143 Public Relations Writing (*JOUR 1033, 3723 & 3743*)
- JOUR 4423 Creative Strategy & Execution (*JOUR 3723 & 3743*) (*A minimum grade of "B" is required for students to continue in the program*)
- JOUR 4453 Media Planning & Strategy (*JOUR 3723 & 3743*) (*A minimum grade of "B" is required for students to continue in the program*)
- ❖ 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. (*JOUR 3723, JOUR 3743, JOUR 4423, JOUR 4453*)
 - JOUR _____
 - JOUR _____
 - JOUR _____
- ❖ Two Marketing Classes offered in the Walton College of Business are also required:
 - ECON 2143 Basic Economics (*MATH 1203*)
 - MKTG 3433 Principles of Marketing (*ECON 2143 OR ECON 2013 & 2023*)
 - MKTG 4553 Consumer Behavior (*MKTG 3433*)

¹Prerequisite determined by number of high school language units completed and placement score. Fulbright College students receive no credit for 1003 unless they have satisfied the College entrance requirement (2 years of a high school foreign language with another foreign language).

8 Hour Rule: Up to 8 hours may be applied towards a degree from the following departments:
 AEED AGAD EXED HLSC MILS PEAC RECR VOED
 AERO DEAC ETEC ITED OFSM PHED UNIV

No more than four of the eight hours may be applied from AERO, MILS, PEAC, or DEAC, unless a student completes and ROTC program and receives a commission.

40 Hour Rule: You must present for degree credit at least 40 hours of work in courses numbered 3000 and above. Included in this 40 hours can be courses numbered 2000 if each has a specific course designated as a prerequisite. The following courses are excluded: MILS 2001 AND 2011, AERO 2001 and 2011, and foreign language courses numbered 2003 and 2013. The courses presented to meet this requirement may be from other colleges or universities; however, don't forget the college residency requirement, specifically the 24-Hour Rule.

24 Hour Rule: You must complete at least 24 hours of 3000 and 4000 level courses from departments within Fulbright College.

*You must have a minimum cumulative GPA of 2.00 to graduate from Fulbright College.

A minimum of 124 is required for graduation. For more information on graduation requirements, including elective, advanced and upper level credit requirements, students should consult their advisor and the Catalog of Studies. See appropriate Catalog of Studies for requirements from previous years.

- ❖ For more information on Journalism, Advertising/Public Relations Sequence, contact the Department of Journalism:
 - Kimpel 116
 - 479-575-3601
 - www.uark.edu/journalism

This form is NOT a substitute for the Catalog of Studies. Students should verify this information with their advisor, their degree audit, and the Catalog of Studies.