

**Journalism/Advertising-Public Relations Core and Major Requirements (Bachelor of Arts) – Catalog Year 2008**

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 or World Civilization: <input type="checkbox"/> HIST 1003 or HIST 1113 <input type="checkbox"/> HIST 1013 or HIST 1123
0-3	Advanced Composition: <input type="checkbox"/> ENGL 2003 or <input type="checkbox"/> ENGL 2013 <i>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</i>	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 2183 ( <i>Math 1203 or equiv.</i> ) or <input type="checkbox"/> MATH 2554 ( <i>Math 1203 &amp; 1213 or Math 1285 or equivalent</i> )	12	Natural Sciences:  At least 4 hours must be chosen from biological and 4 hours from physical.  <b>Biological Sciences</b> <input type="checkbox"/> ANTH 1013/1011L <input type="checkbox"/> BIOL 1613/1611L# <input type="checkbox"/> BIOL 1543/1541 L <input type="checkbox"/> BIOL 2013/2011L# <input type="checkbox"/> BIOL 1603/1601L#  <b>Physical Sciences</b> <input type="checkbox"/> ASTR 2003/2001L <input type="checkbox"/> PHYS 1023/1021L <input type="checkbox"/> CHEM 1053/1051L <input type="checkbox"/> PHYS 2013/2011L# <input type="checkbox"/> CHEM 1103/1101L# <input type="checkbox"/> PHYS 2033/2031L# <input type="checkbox"/> CHEM 1123/1121L# <input type="checkbox"/> PHYS 2054/2050# <input type="checkbox"/> GEOL 1113/1111L <input type="checkbox"/> PHYS 2074/2070# <input type="checkbox"/> GEOL 1133/1131L
6	Fine Arts: <input type="checkbox"/> ARCH 1003 or LARC 1003 <input type="checkbox"/> DRAM 1003 <input type="checkbox"/> ARHS 1003 or ARTS 1003 <input type="checkbox"/> HUMN 1003 <input type="checkbox"/> COMM 1003 <input type="checkbox"/> MLIT 1003 <input type="checkbox"/> DANC 1003	6	Social Science (from two areas): <input type="checkbox"/> ANTH 1023 <input type="checkbox"/> GEOG 2003 <input type="checkbox"/> PLSC 2013 <input type="checkbox"/> PSYC 2003 <input type="checkbox"/> ECON 2013 ( <i>Math 1203</i> ) or ECON 2143 <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> ), OR <input type="checkbox"/> FLAN literature course, any other WLIT course, CLST 1003, or CLST 1013	0-12	Foreign Language <sup>1</sup> : See advisor for placement <input type="checkbox"/> Completion of the Intermediate II level (2013) in a single language.		

Prerequisites are in (parentheses)

Major requirements are in bold

# See Catalog for prerequisites

**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 (unless otherwise stated) in all Journalism courses that serve as prerequisites for advanced Journalism courses\*\*\*

- ENGL 2013 Essay Writing (*ENGL 1013 & 1023*)
- JOUR 3723 Advertising Principles (*60 hours and 2.25 overall GPA*) (*Grade of "B" or better required to continue in program*)<sup>2</sup>
- JOUR 3743 Public Relations Principles (*60 hours and 2.25 overall GPA*) (*Grade of "B" or better required to continue in program*)<sup>2</sup>
- JOUR 4143 Public Relations Writing (*JOUR 1033, 3723 & 3743*) (*A minimum grade of "B" is required in both JOUR 3723 and JOUR 3743*)
- JOUR 4423 Creative Strategy & Execution (*JOUR 3723 & 3743*) (*A minimum grade of "B" is required in both JOUR 3723 and JOUR 3743*)
- JOUR 4453 Media Planning & Strategy (*JOUR 3723 & 3743*) (*A minimum grade of "B" is required in both JOUR 3723 and JOUR 3743*)

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 \_\_\_\_\_

Economics and Marketing Classes offered in the Walton College of Business are also required:

- ECON 2143 Basic Economics
- MKTG 3433 Introduction to Marketing Strategy (*ECON 2143 OR ECON 2013 & 2023*)
- MKTG 3553 Consumer Behavior (*MKTG 3433*)

<sup>1</sup>Prerequisite 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).

<sup>2</sup>Beginning in Fall 2006, students can retake JOUR 3723 and JOUR 3743 only once to earn a grade of "B."

Electives		

Progress Check (Graduation Credit Hours Only) <sup>†</sup>												
Sem	Hrs	Sem	Hrs	Rule	Cum Hrs	Cum Hrs	Cum Hrs	Cum Hrs	Cum Hrs	Cum Hrs		
Sem 1		Sem 9		8 hr								
Sem 2		Sem 10		24 hr								
Sem 3		Sem 11		(24 cont)								
Sem 4		Sem 12		40 hr								
Sem 5		Sem 13		(40 cont)								
Sem 6		Sem 14		(40 cont)								
Sem 7		Sem 15		68 hr								
Sem 8		Sem 16		<b>124 minimum hours needed for graduation</b>								

<sup>†</sup>See Graduation Checksheet at <http://www.uark.edu/~fcac/degree-planning/checksheets.html> for more information on degree requirements.

For more information on Journalism, Advertising/Public Relations Sequence, contact the Department of Journalism:

- Kimpel 116
- 479-575-3601
- [www.uark.edu/journalism](http://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.\*\*