

# ADVERTISING AND PUBLIC RELATIONS, BACHELOR OF ARTS

Offered by Department of Communication (<http://catalog.unk.edu/undergraduate/departments-programs/communication/>)

Code	Title	Credit Hours
<b>General Education</b>		
<i>Foundational Requirements (LOPERs 1-4)</i>		12
Including:		
LOPER 2: Writing Skills		
ENG 101	Introduction to Academic Writing	
LOPER 3: Oral Communication Skills		
SPCH 100	Fundamentals of Speech Communication	
LOPER 4: Mathematics, Statistics, and Quantitative Reasoning		
MATH 106	Mathematics for Liberal Arts <sup>1</sup>	
<i>Broad Knowledge Requirements (LOPERs 5-8)</i>		12
<i>Dispositional Requirements (LOPERs 9-10) <sup>2</sup></i>		6
Including:		
LOPER 9: Civic Competency and Engagement		
JMC 100	Global Media Literacy	
<i>Wellness (LOPER 11) Optional</i>		0
<b>BA Language requirement</b>		
Complete all required courses <sup>4</sup>		6
<b>Program Specified Requirements</b>		
ENG 102	Special Topics in Academic Writing and Research <sup>3</sup>	3
<b>Major Option</b>		
Complete all required courses		36
<b>Minor or 2nd Major</b>		
Complete all required courses <sup>5</sup>		24
<b>Unrestricted electives</b>		
Needed to reach 120 credit hour minimum		21
Total Credit Hours		120

**Students selecting a major in Advertising and Public Relations must earn a minimum 2.5 G.P.A. in the major.**

Students selecting a major in Advertising and Public Relations must compile evidence of achievement particular to their chosen career field. Students will present this portfolio and discuss its contents with a Faculty Portfolio Committee in the semester prior to their graduation.

## Major Option

Code	Title	Credit Hours
<b>Journalism and Mass Communication Core Requirements</b>		
JMC 112	Communication Software	3
JMC 215	News Writing & Photography	3
JMC 300	Website Design	3

JMC 414	Communications Law	3
<b>Advertising and Public Relations Core</b>		
JMC 230	Integrated Marketing Communications	3
JMC 302	Digital Storytelling	3
JMC 307	Advertising Copywriting	3
JMC 309	Public Relations	3
JMC 350	News at Antelope	2
JMC 351	Advertising and Promotion at Antelope	2
JMC 329	Print Advertising Design	3
or JMC 330	Media Design	
JMC 409	Public Relations Strategy	3
or JMC 420	Strategic Communication Campaigns	
<b>Advertising and Public Relations Electives</b>		
Select 2 credit hours of the following:		2
JMC 110	Topics <sup>6</sup>	
JMC 250	Video Production Foundations	
JMC 425	Topics in Mass Media	
Any course from JMC 110 - JMC 499 <sup>7</sup>		
Total Credit Hours		36

1

Math 106 or any approved LOPER 4 course. Students without sufficient preparation will also need to take the following, increasing the total credit hours needed:

- MATH 101

2

Designated courses with the appropriate content may be approved to satisfy one of the Broad Knowledge requirements plus LOPER 9 or Broad Knowledge plus LOPER 10. Courses may be approved to satisfy LOPER 9 or LOPER 10 alone. (Courses satisfying LOPER 9 or LOPER 10 alone must be 3 credit hours.) Students applying this option will need to take additional hours in other categories to meet the required General Education hours.

3

Students are encouraged to take the Communications specific section of ENG 102.

4

For specific language requirements see #2 of Bachelor of Arts Degree requirements (<http://catalog.unk.edu/undergraduate/academics/degrees/ba/>).

5

A minor or second major is required for a complete degree program. The number of required electives needed to reach 120 total credit hours overall will depend upon the specific program chosen.

6

JMC 110 is one credit hour and may be taken twice (any topics but InDesign and Photoshop).

7

JMC 475 is not available for major elective credit.

See Media Studies Comprehensive: Advertising and Public Relations Emphasis. (<http://catalog.unk.edu/undergraduate/departments-programs/communication/media-studies-comprehensive-bs/#fouryearplantext>)