ADVERTISING AND PUBLIC RELATIONS, BACHELOR OF SCIENCE

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

Code	Title	Credit Hours
General Studies		
Foundational Requirements (LOPERS 1-4)		*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	Quantitative Reasoning [1]	
Broad Knowledge Requirements (LOPERs 5 – 8)		*13*
Including:		
LOPER 8: Natural Science		
Must choose a lab science course.		
Dispositional Requirements (LOPERs 9 – 10) [2]		*6*
Including:		
LOPER 9: Civic Competency and Engagement		
JMC 100	Global Media Literacy	
Wellness (LOPER 11) Optional		*0*
BS Science-related course requirements		**0**
Program Specified Requirements		**3**
ENG 102	Special Topics in Academic Writing and Research [3]	
Major Option		
Complete all required courses		36
Minor or 2nd Major		
Complete all required courses [4]		24
Unrestricted electives		
Needed to reach 120 credit hour minimum		26
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
Journalism and Mass Communication Core Requirements		
JMC 112	Communication Software	3
JMC 215	News Writing & Photography	3
JMC 300	Website Design	3
JMC 414	Communications Law	3
Advertising and Public Relations Core		
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	
Advertising and Public Relations Electives		
Select 2 credit hours of the following:		2
JMC 110	Topics [5]	
JMC 250	Video Production Foundations	
JMC 425	Topics in Mass Media	
Any course from JMC 110 - JMC 499 [6]		
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 GS hours.

3

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

4

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.

5

JMC 110 is 1 credit hour and may be taken twice (any topics but InDesign and Photoshop).

6

Except JMC 388. JMC 475 is not available for major elective credit.