ADVERTISING AND PUBLIC RELATIONS, BACHELOR OF SCIENCE

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

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**General Studies**

**Foundational Core (Written, Math, Oral, Democracy)**

Foundational Core courses (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses) 12

Including:

JMC 100 Global Media Literacy

**Portal**

Select one course numbered 188 (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/portal-course) 3

**Distribution**

Aesthetics (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/aesthetics) 3

Humanities (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/humanities) 6

Social Sciences (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/social-sciences) 6

Natural Sciences (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/natural-sciences) 7

Analytical and Quantitative Thought (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/analytical-quantitative-thought) 0

Wellness (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/wellness) 0

Needed to reach 27 credit hour minimum in Distribution 5

**Capstone**

Select one course numbered 388 (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/capstone-course) 3

**BS Science-related course requirements**

Select one of the following:

- Select 6 credit hours of General Studies Analytical and Quantitative Thought courses
- or
- Select 2 General Studies lab courses in Natural Sciences

**Major Option**

Complete all required courses 36

**Minor or 2nd Major**

Complete all required courses 2 24

**Unrestricted electives**

Needed to reach 120 credit hour minimum 9-11

Total Credit Hours 114-119

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.

**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 at Antelope 2

JMC 329 Print Advertising Design 3

or JMC 330 Publication Design

JMC 409 Public Relations Strategy 3

or JMC 420 Advertising Campaigns

**Advertising and Public Relations Electives**

Select 2 credit hours of the following:

JMC 110 Topics 2

JMC 250 Video Production Foundations

JMC 425 Topics in Mass Media

Any course from JMC 110 - JMC 499 3

Total Credit Hours 36

1 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.

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

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