ADVERTISING AND PUBLIC RELATIONS, BACHELOR OF SCIENCE

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

### Code | Title | Credit Hours
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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)

Including:
- JMC 100 Global Media Literacy

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

**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)

### BS Science-related course requirements

Select one of the following:
- Select 6 credit hours of General Studies Analytical and Quantitative Thought courses 0-3
- 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.

### Major Option

#### Code | Title | Credit Hours
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**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 or JMC 330 Publication Design 3
- JMC 409 Public Relations Strategy or JMC 420 Advertising Campaigns 3

**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.