ADVERTISING AND PUBLIC RELATIONS, BACHELOR OF SCIENCE

Offered by Department of Communication (http://catalog.unk.edu/catalog-archive/2017-2018/undergraduate/departments-programs/communication)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**General Studies**

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

Foundational Core courses (http://catalog.unk.edu/catalog-archive/2017-2018/undergraduate/general-studies/general-studies-courses)

Including:

- JMC 100  Global Media Literacy

**Portal**

Select one course numbered 188 (http://catalog.unk.edu/catalog-archive/2017-2018/undergraduate/general-studies/general-studies-courses/portal-course)

**Distribution**

*Aesthetics* (http://catalog.unk.edu/catalog-archive/2017-2018/undergraduate/general-studies/general-studies-courses/aesthetics)

*Humanities* (http://catalog.unk.edu/catalog-archive/2017-2018/undergraduate/general-studies/general-studies-courses/humanities)

*Social Sciences* (http://catalog.unk.edu/catalog-archive/2017-2018/undergraduate/general-studies/general-studies-courses/social-sciences)

*Natural Sciences* (http://catalog.unk.edu/catalog-archive/2017-2018/undergraduate/general-studies/general-studies-courses/natural-sciences)

*Analytical and Quantitative Thought* (http://catalog.unk.edu/catalog-archive/2017-2018/undergraduate/general-studies/general-studies-courses/analytical-quantitative-thought)

**Wellness** (http://catalog.unk.edu/catalog-archive/2017-2018/undergraduate/general-studies/general-studies-courses/wellness)

Needed to reach 27 credit hour minimum in Distribution

**Capstone**

Select one course numbered 388 (http://catalog.unk.edu/catalog-archive/2017-2018/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
- or
- Select 2 General Studies lab courses in Natural Sciences

**Major Option**

Complete all required courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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.

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.

Unrestricted electives

Necessary to reach 120 credit hour minimum

Total Credit Hours: 9-11

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

Complete all required courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Minor or 2nd Major