ADVERTISING AND PUBLIC RELATIONS, BACHELOR OF ARTS

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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**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 Mathematics for Liberal Arts

*Broad Knowledge Requirements (LOPERs 5-8)*

12

Including:

- **LOPER 9: Civic Competency and Engagement**
  - JMC 100 Global Media Literacy

Wellness (LOPER 11) Optional

0

**BA Language requirement**

Complete all required courses

6

**Program Specified Requirements**

3

- ENG 102 Special Topics in Academic Writing and Research

**Major Option**

Complete all required courses

36

**Minor or 2nd Major**

Complete all required courses

24

**Unrestricted electives**

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**
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<tbody>
<tr>
<td>JMC 112</td>
<td>Communication Software</td>
<td>3</td>
</tr>
<tr>
<td>JMC 215</td>
<td>News Writing &amp; Photography</td>
<td>3</td>
</tr>
<tr>
<td>JMC 300</td>
<td>Website Design</td>
<td>3</td>
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**Advertising and Public Relations Core**

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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>JMC 230</td>
<td>Integrated Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>JMC 302</td>
<td>Digital Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>JMC 307</td>
<td>Advertising Copywriting</td>
<td>3</td>
</tr>
<tr>
<td>JMC 309</td>
<td>Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>JMC 350</td>
<td>News at Antelope</td>
<td>2</td>
</tr>
<tr>
<td>JMC 351</td>
<td>Advertising at Antelope</td>
<td>2</td>
</tr>
<tr>
<td>JMC 329</td>
<td>Print Advertising Design</td>
<td>3</td>
</tr>
<tr>
<td>or JMC 330</td>
<td>Publication Design</td>
<td></td>
</tr>
<tr>
<td>JMC 409</td>
<td>Public Relations Strategy</td>
<td>3</td>
</tr>
<tr>
<td>or JMC 420</td>
<td>Advertising Campaigns</td>
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**Advertising and Public Relations Electives**

Select 2 credit hours of the following:

- JMC 110 Topics
- JMC 250 Video Production Foundations
- JMC 425 Topics in Mass Media
- Any course from JMC 110 - JMC 499

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