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)

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

ENG 101 Introduction of Academic Writing

If ENG 101 is not taken as a prerequisite for ENG 102 then additional hours may be required to meet the 27 credit hour minimum in the Distribution Area of General Studies.

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

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

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

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

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

Wellness (http://catalog.unk.edu/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/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

Minor or 2nd Major

Complete all required courses

Unrestricted electives

Needed to reach 120 credit hour minimum

Total Credit Hours

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

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Journalism and Mass Communication Core Requirements

JMC 112 Communication Software

JMC 215 News Writing & Photography

JMC 300 Website Design

JMC 414 Communications Law

Advertising and Public Relations Core

JMC 230 Integrated Marketing Communications

JMC 302 Digital Storytelling

JMC 307 Advertising Copywriting

JMC 309 Public Relations

JMC 350 News at Antelope

JMC 351 Advertising at Antelope

JMC 329 Print Advertising Design

or JMC 330 Publication Design

JMC 409 Public Relations Strategy

or JMC 420 Advertising Campaigns

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

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.