# ADVERTISING AND PUBLIC RELATIONS, BACHELOR OF SCIENCE

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

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<tr>
<th>Code</th>
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<th>Credit Hours</th>
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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](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](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](http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/aesthetics))

**Humanities** ([http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/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](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](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](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](http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/wellness))

## Needed to reach 27 credit hour minimum

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## Capstone

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

## BS Science-related course requirements

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

## Major Option

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## Needed to reach 120 credit hour minimum

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## 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

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## Advertising and Public Relations Core

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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

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.