# ADVERTISING AND PUBLIC RELATIONS, BACHELOR OF SCIENCE

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

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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## General Studies

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

- Foundational Core courses [Link](http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses)
  - JMC 100: Global Media Literacy

### Portal

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

### Distribution

- ENG 101: Introduction of Academic Writing

**Additional Notes:**
- 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 [Link](http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/aesthetics)

- 3 credit hours

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

- 6 credit hours

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

- 6 credit hours

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

- 7 credit hours

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

- 0-3 credit hours

### Wellness [Link](http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/wellness)

- 0-3 credit hours

**Needed to reach 27 credit hour minimum**

### Capstone

Select one course numbered 388 [Link](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

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<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>
</tr>
<tr>
<td>JMC 414</td>
<td>Communications Law</td>
<td>3</td>
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**Total Credit Hours**: 36

### 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**: 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.