ADVERTISING AND PUBLIC RELATIONS, BACHELOR OF SCIENCE

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

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<tr>
<th>Code</th>
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General Studies

**Foundational Requirements (LOPERS 1-4)**

12

Including:

- LOPER 2: Writing Skills
  - ENG 101 Introduction of 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)**

13

Including:

- LOPER 8: Natural Science
  - Must choose a lab science course.

**Dispositional Requirements (LOPERS 9 – 10)**

6

Including:

- LOPER 9: Civic Competency and Engagement
  - JMC 100 Global Media Literacy
- LOPER 10: Wellness (LOPER 11) Optional

**BS Science-related course requirements**

0

**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

26

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**

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<tr>
<td>JMC 215</td>
<td>News Writing &amp; Photography</td>
<td>3</td>
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<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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**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 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 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.

5 JMC 110 is 1 credit hour and may be taken twice (any topics but InDesign and Photoshop).

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