

Bachelor of Arts and Bachelor of Science

A student majoring in journalism may earn either the BA or BS degree, each requiring a minimum of 128 semester hours. General requirements for the BA are given in the College of Arts and Sciences section and under “University Core Curriculum Requirements” in the Academics section of this catalog. General requirements for the BS are the same, including the arts and sciences core; however, some alternative courses are available for some of the core requirements.

For the BS degree, a concentration in a field outside journalism may be fulfilled in one of two ways: (1) two 18-hour concentrations, each including at least 6 advanced hours; or (2) one 30-hour concentration, including at least 18 advanced hours, with courses approved in advance by the Department of Journalism. All BS students must take MATH 1680 rather than MATH 1650.

The University Core Curriculum competence requirement in oral communication is met by the 33-hour major in journalism.

Major in Journalism

The major in journalism requires at least 33 hours in journalism, including JOUR 1210 and 2310. No more than 38 hours of journalism and radio/television/film courses, excluding JOUR 1210, may be included in the major or counted toward the 128-hour degree.

A grade of C or higher is required for all journalism courses to be applied toward these degree requirements.

No more than 12 semester hours of journalism credit will be accepted from a transfer student who is entering as a first-semester junior. For students transferring with 75 semester hours of credit or more, a maximum of 18 transfer journalism hours will be accepted for credit toward the bachelor’s degree. Transfer students who minor in journalism must complete a minimum of 6 advanced hours at UNT; courses must be approved by a journalism adviser. A grade of C or higher is required for all journalism courses being transferred for degree credit, and all journalism transfer courses must be approved by the department.

JOUR 1210 normally is taken in the freshman year as a general background course. Students do not begin practical training in reporting until the sophomore year, following completion of freshman-level English.

Students must complete 12 hours of basic journalism courses as specified for their concentration with a minimum grade point average of 2.5 before enrolling in any other journalism courses. An advisory sheet for a degree plan cannot be prepared until at least 6 hours of the basic journalism course requirements have been completed. Enrollment in courses beyond the basic 12 hours will not be permitted until a degree plan is filed. Since JOUR 2310 is required of all journalism majors, it is the responsibility of each student to take this course as soon as possible, whether in a long semester or summer session.

The various concentrations each require the following basic journalism courses.

- **Advertising:** JOUR 1210, 2010, 2020 and 2310
- **Broadcast News:** JOUR 1210, 2310 and 2320, and RTVF 2200
- **Business Journalism:** JOUR 1210, 2310 and 2320, and one course from 2010, 2700 and 3320
- **News Writing – Editorial:** JOUR 1210, 2310, 2320 and 2700
- **Photojournalism:** JOUR 1210, 2310, 2320 and 2700
- **Public Relations:** JOUR 1210, 2010, 2310 and 2320
- **Teaching:** JOUR 1210, 2010, 2310 and 2320

Before the end of the sophomore year, students should select one of the concentrations offered and complete a degree advisory sheet in the journalism department office. Courses in the minor field for the Bachelor of Arts degree and for the fields of concentration for the Bachelor of Science degree must be approved in advance by the student’s journalism adviser and the department chair. The advisory sheet is used by the College of Arts and Sciences office to prepare the student’s official degree plan.

To graduate, seniors must successfully complete the seminar titled Conducting the Career Search. This seminar must be completed during the semester preceding the semester in which the student plans to graduate.

In addition to the general degree requirements given in the College of Arts and Sciences section of this catalog, students majoring in journalism must fulfill the requirements of one of the following concentrations.

Major in Journalism

*Following is **one** suggested four-year degree plan. Students are encouraged to see their adviser each semester for help with program decisions and enrollment.*

BA with a Major in Journalism Advertising Concentration

FRESHMAN YEAR

FALL	HOURS
ENGL 1310, College Writing I	3
JOUR 1210, Survey of Mass Communication ¹⁴	3
MATH 1100, College Algebra ⁴	3
PSCI 1040, American Government	3
CSCI ¹	3
Wellness ¹¹	<u>2-3</u>
Total	17-18

FRESHMAN YEAR

SPRING	HOURS
ENGL 1320, College Writing II	3
JOUR 2010, Principles of Advertising	3
MATH 1600, College Math with Calculus ⁵	5
PSCI 1050, American Government	3
Understanding of Ideas and Values ¹⁷	<u>3</u>
Total	17

SOPHOMORE YEAR

FALL	HOURS
ENGL 2210, World Literature I	3
HIST 2610, United States History to 1865 ¹²	3
JOUR 2310, Newspaper Reporting and Writing	4
Natural Science ⁹	4
Visual and Performing Arts	<u>3</u>
Total	17

SOPHOMORE YEAR

SPRING	HOURS
ENGL 2220, World Literature II	3
HIST 2620, United States History Since 1865 ¹²	3
JOUR 2020, Advertising and the Creative Process	3
JOUR 3010, Advertising Sales and Promotion	4
Physical Science ⁹	<u>4</u>
Total	17

JUNIOR YEAR

FALL	HOURS
JOUR 4040, Advertising Media and Marketing	3
LANG 2040, Foreign Language (intermediate) ³	3
JOUR (advanced) ⁴⁵	3
Laboratory Science (choice) ⁹	4
Minor ^{43, 44}	<u>3</u>
Total	16

JUNIOR YEAR

SPRING	HOURS
ECON 1110, Principles of Macroeconomics	3
JOUR 4050, Advertising Copywriting	3
LANG 2050, Foreign Language (intermediate) ³	3
JOUR (advanced) ⁴⁵	3
Minor ^{43, 44}	<u>3</u>
Total	15

SENIOR YEAR

FALL	HOURS
JOUR 4060, Case Studies in Advertising	3
Free Elective (advanced) ¹⁶	3
Free Elective (advanced) ¹⁶	3
Minor ^{43, 44}	3
Minor (advanced) ^{43, 44}	<u>3</u>
Total	15

SENIOR YEAR

SPRING	HOURS
JOUR 4070, Advertising Campaigns	3
Free Elective (advanced) ¹⁶	3
Free Elective (advanced) ¹⁶	3
Minor (advanced) ^{43, 44}	3
Minor (advanced) ^{43, 44}	<u>3</u>
Total	15

*Note: Some courses may require prerequisites not listed.
See Arts and Sciences footnotes.*

Supplemental Information for the Advertising Concentration

1. Required journalism courses are JOUR 1210, 2010, 2020, 2310, 3010, 4040, 4050, 4060 and 4070, and two courses from 2700, 4055, 4090 or 4800, 4200, 4420, 4620 and 4850.
2. Students must take at least 18 hours in the College of Business Administration, including MKTG 3650 and 4120, MGMT 3820, plus 9 hours approved by the Department of Journalism.