

PUBLIC RELATIONS AND ADVERTISING CONCENTRATION

Journalism & Media Communication, Bachelor of Science - Public Relations and Advertising Concentration Requirements

Code	Title	Credits
GENERAL EDUCATION REQUIREMENTS - 46 Hours Required		
Minimum of "C-" required		
Fundamental Academic Skills		15
ENGL 1150	ENGLISH COMPOSITION I	
ENGL 1160	ENGLISH COMPOSITION II	
Writing in the Discipline Course		
CMST 1110	PUBLIC SPEAKING FUNDS	
or CMST 2120	ARGUMENTATION AND DEBATE	
MATH 1120	INTRODUCTION TO MATHEMATICAL AND COMPUTATIONAL THINKING	
or MATH 1100	DATA LITERACY AND VISUALIZATION	
or MATH 1130	QUANTITATIVE LITERACY	
or MATH 1140	QUANTITATIVE REASONING FOR HEALTHCARE PROFESSIONALS	
or MATH 1300	COLLEGE ALGEBRA WITH SUPPORT	
or STAT 1100	DATA LITERACY AND VISUALIZATION	
or STAT 1530	ELEMENTARY STATISTICS	
Distribution Requirements		31
Natural Science - From two disciplines and at least one lab - 7 hrs		
Social Science - From two disciplines - 9 hrs		
Humanities and Fine Arts - From two disciplines - 9 hrs		
Global Diversity - 3 hrs		
US Diversity - 3 hrs		
MAJOR REQUIREMENTS - 57 Hours Required		
Minimum of "C" required		
**Course will satisfy UNO's General Education requirement		
^Course requires pre-requisite(s)		
All of the following		18
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION (** ^)	
JMC 2100	MEDIA WRITING (** ^)	
JMC 2200	MEDIA PRODUCTION PRINCIPLES (^)	
JMC 3340	MEDIA THEORY (^)	
JMC 3350	COMMUNICATION RESEARCH (^)	
JMC 4970	INTERNSHIP EXPERIENCE (^ 3 credits required but students can split these credits up over semesters.)	
Public Relations/Advertising Concentration		12
JMC 2500	SOCIAL MEDIA COMMUNICATION (^)	
JMC 3230	PRINCIPLES OF PUBLIC RELATIONS (^)	

JMC 4250	STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING (^)	
JMC 4450	PR AND ADVERTISING CAPSTONE (^)	
Select 5 of the following		15
JMC 2000	NEWS LITERACY	
JMC 2110	PHOTOGRAPHY	
JMC 2620	PR AND ADVERTISING DESIGN	
JMC 3620	PRINCIPLES OF CREATIVE ADVERTISING (^)	
JMC 4320	TELEVISION COMMERCIAL PRODUCTION (^)	
JMC 4040	SOCIAL MEDIA MEASUREMENT AND MANAGEMENT (^)	
JMC 4300	RISK AND CRISIS COMMUNICATION (^)	
JMC 4390	MEDIA ENTREPRENEURSHIP (^)	
JMC 4430	GLOBAL MEDIA COMMUNICATION (^)	
Select 2 of the following		6
JMC 3700	VISUAL COMMUNICATION AND CULTURE (** ^)	
JMC 4010	MEDIA HISTORY (^)	
JMC 4040	SOCIAL MEDIA MEASUREMENT AND MANAGEMENT (^)	
JMC 4380	FILM THEORY AND CRITICISM (^)	
JMC 4390	MEDIA ENTREPRENEURSHIP (^)	
JMC 4400	MEDIA ETHICS (^)	
JMC 4410	COMMUNICATION LAW AND POLICY (^)	
JMC 4430	GLOBAL MEDIA COMMUNICATION (^)	
JMC 4920	MEDIA LITERACY (^)	
Select 6 credits JMC classes		6
Bachelor of Science in Communication - 15 minimum Hours Required Minor		15
A minor is required, credit hours depend on the department requirements of the minor - Grade/GPA requirement determined by department		
or		
2nd field of study which requires 15 credit hours in the same or related field with a minimum of 6 credits at the 3000/4000 level. - Minimum of "C" required		
ELECTIVES		
Elective hours as required to reach a total of 120 hours		
Journalism & Media Communication, Bachelor of Science - Public Relations and Advertising Concentration Four Year Plan		
Freshman		
Fall		Credits
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION	3
ENGL 1150	ENGLISH COMPOSITION I	3
Humanities/Fine Arts General Education		3
Quantative Literacy General Education		3
Social Science General Education		3
Credits		15
Spring		
JMC 2500	SOCIAL MEDIA COMMUNICATION	3

ENGL 1160	ENGLISH COMPOSITION II	3
CMST 1110	PUBLIC SPEAKING FUNDS	3
or CMST 2120	or ARGUMENTATION AND DEBATE	
Humanities/Fine Arts General Education		3
Natural/Physical Science General Education with lab		4
Credits		16
Sophomore		
Fall		
JMC 2100	MEDIA WRITING	3
JMC 2200	MEDIA PRODUCTION PRINCIPLES	3
Humanities/Fine Arts General Education		3
Natural/Physical Science General Education with no lab		3
Social Science General Education		3
Credits		15
Spring		
JMC 3340	MEDIA THEORY	3
PRAD Concentration elective		3
JMC Major Elective		3
U.S. Diversity General Education		3
Global Diversity General Education		3
Credits		15
Junior		
Fall		
JMC 3350	COMMUNICATION RESEARCH	3
JMC 3230	PRINCIPLES OF PUBLIC RELATIONS	3
PRAD Concentration Electives		3
PRAD Concentration Electives		3
Minor/2nd Field of Study		3
Credits		15
Spring		
JMC 4250	STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING	3
JMC 4970	INTERNSHIP EXPERIENCE	3
JMC Advanced Elective		3
Minor/2nd Field of Study		3
Minor/2nd Field of Study		3
Credits		15
Senior		
Fall		
PRAD Concentration Electives		3
JMC Major Elective		3
JMC Advanced Elective		3
General Elective		3
Minor/2nd Field of Study		3
Credits		15
Spring		
JMC 4450	PR AND ADVERTISING CAPSTONE	3
PRAD Concentration Electives		3
Minor/2nd Field of Study		3
General Elective		5
Credits		14
Total Credits		120

sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

This plan is not a contract and curriculum is subject to change.

Additional Information About this Plan:

University Degree Requirements: The minimum number of hours for a UNO undergraduate degree is 120 credit hours. Please review the requirements for your specific program to determine all requirements for the program. In order to graduate on-time (four years for an undergraduate degree), you need to take 30 hours each year.

Placement Exams: For Math, English, Foreign Language, a placement exam may be required. More information on these exams can be found at <https://www.unomaha.edu/enrollment-management/testing-center/placement-exams/information.php>

**Transfer credit or placement exam scores may change suggested plan of study

GPA Requirements: 2.25 cumulative GPA