### Journalism/Advertising-Public Relations Core and Major Requirements (Bachelor of Arts) – Catalog Year 2010

#### Major Requirements for a Bachelor of Arts Degree in Journalism, Advertising/Public Relations Sequence:

**33 semester hours in Journalism including:**

- JOUR 1023*** Media and Society
- JOUR 1033*** Fundamentals of Journalism (with lab)
- JOUR 3633*** Media Law (Junior Standing)
- JOUR 498V Journalism Writing Requirement (optional for students who wish to receive credit for their senior paper)

***Please note that a minimum grade of “C” is required (unless otherwise stated) in all Journalism courses that serve as prerequisites for advanced Journalism courses***

- ENGL 2013 Essay Writing (ENGL 1013 & 1023)
- JOUR 3723 Advertising Principles (60 hours and 2.5 overall GPA) *(Grade of “B” or better required to continue in program)*
- JOUR 3743 Public Relations Principles (60 hours and 2.5 overall GPA) *(Grade of “B” or better required to continue in program)*
- JOUR 4143 Public Relations Writing (JOUR 1033, 3723 & 3743) *(A minimum grade of “B” is required in both JOUR 3723 and JOUR 3743)*
- JOUR 4423 Creative Strategy & Execution (JOUR 3723 & 3743) *(A minimum grade of “B” is required in both JOUR 3723 and JOUR 3743)*
- JOUR 4453 Media Planning & Strategy (JOUR 3723 & 3743) *(A minimum grade of “B” is required in both JOUR 3723 and JOUR 3743)*

Any three (3) additional Journalism courses for which the student has prerequisites. It is recommended that one choice be an internship and another should be JOUR 4463. *(JOUR 3723, JOUR 3743, JOUR 4423, JOUR 4453)*

- JOUR ________  JOUR ________  JOUR ________

Economics and Marketing Classes offered in the Walton College of Business are also required:

- ECON 2143 Basic Economics
- MKTG 3433 Introduction to Marketing Strategy (ECON 2143 OR ECON 2013 & 2023)
- MKTG 3553 Consumer Behavior (MKTG 3433)

1Prerequisite determined by number of high school language units completed and placement score. Fulbright College students receive no credit for 1003 unless they have satisfied the College entrance requirement (2 years of a high school foreign language with another foreign language).

2Beginning in Fall 2006, students can retake JOUR 3723 and JOUR 3743 only once to earn a grade of “B.”

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†See Graduation Checksheet at [http://fcac.uark.edu/degreeplanning/checksheets.php](http://fcac.uark.edu/degreeplanning/checksheets.php) for more information on degree requirements.

For more information on Journalism, Advertising/Public Relations Sequence, contact the Department of Journalism:


**This form is NOT a substitute for the Catalog of Studies. Students should verify this information with their advisor, their degree audit, and the Catalog of Studies.**