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 103 & 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)

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

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

Kimpel 116  •  479-575-3601  •  http://journalism.uark.edu/index.php

**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.**

Requirements for Departmental Honors in Journalism: The Journalism Honors Program gives upper-division undergraduates a chance to pursue journalistic research in the context of other academic disciplines. Honors candidates carry out independent study and research under the guidance of the journalism faculty and participate in honors classes in journalism and at least one other discipline. Outstanding student achievement will be recognized by the award of distinction “Journalism Scholar Cum Laude” at graduation. Higher degree distinctions are recommended only in cases of exceptional achievement and are based on the candidate’s total honors studies program. To be considered for such distinctions, students must earn a minimum cumulative 3.50 grade-point average in journalism.

Journalism Departmental Honors students must satisfy the general Fulbright College honors requirements as stated elsewhere in this catalog. In addition, for journalism departmental honors, they must complete a minimum of 12 hours in honors credits, with thesis credit determined by departmental rules. These requirements are specified as follows:

Journalism Four-Year and Departmental Honors students must:

- enter the program no later than the first semester of their junior year, and register for thesis beginning with the first semester of the junior year,
- complete at least one journalism honors colloquium,
- complete the journalism honors core research course JOUR 5043,
- complete an approved honors colloquium in a second discipline,
- complete and orally defend an honors thesis based on honors courses of study, and
- earn a cumulative 3.50 grade-point average in journalism courses.

Four-Year Honors students who would like to major in journalism must meet all requirements for Journalism Department Honors.

More specific information on the Journalism Departmental Honors program, including the requirements for Four-Year Honors students, is available from the Journalism Department Honors adviser.

40-Hour Rule
Students must complete at least 40 hours of work in courses number 3000 and above. Included in this 40 hours can be courses numbered 2000 if each has a specific course designated as a prerequisite, with the exception of MILS 2001 and 2011, AERO 2001 and 2011, and foreign language courses numbered 2003 and 2013.

24-Hour Rule
A student graduating from Fulbright College must complete at least 24 hours of work in courses numbered 3000 and above from departments within the Fulbright College of Arts and Sciences.