

**J. William Fulbright College of Arts and Sciences**  
**UNIVERSITY CORE REQUIREMENTS**  
 MINIMUM CREDIT HOURS REQUIRED TO GRADUATE = 120  
 CORE + MAJOR + GENERAL ELECTIVES

Fulbright College Advising Center | CHPN 322 | (479)575-3307 | fulbrightadvising.uark.edu | [fcacfy@uark.edu](mailto:fcacfy@uark.edu)

**MATHEMATICS (1 course – 3-5 hours)**

- MATH 1203 College Algebra
- MATH 1313 Quantitative Reasoning
- Any higher level Math course (including STAT 2303)

**NATURAL SCIENCES (2 courses w/matching labs – 8 hours)**

- ANTH 1013/1011L Intro to Biological Anthropology
- ASTR 2003/2001L Survey of the Universe
- BIOL 1524 Biological Principles
- BIOL 1543/1541L Principles of Biology
- BIOL 1584 Biology for Majors
- BIOL 1603/1601L Principles of Zoology
- BIOL 1613/1611L Plant Biology
- BIOL 2213/2211L Human Physiology
- BIOL 2443/2441L Human Anatomy
- CHEM 1053/1051L Chemistry in the Modern World
- CHEM 1073/1071L Fundamentals of Chemistry
- CHEM 1103/1101L University Chemistry I
- CHEM 1123/1121L University Chemistry II
- CHEM 1213/1211L Chemistry for Majors I
- CHEM 1223/1221L Chemistry for Majors II
- ENSC/BIOL 1003/1001L Environmental Science
- ENTO 1023/1021L Insects, Science, & Society
- GEOS 1113/1111L General Geology
- GEOS 1133/1131L Earth Science
- PHYS 1023/1021L Physics & Human Affairs
- PHYS 1034 Physics for Elementary Ed Majors
- PHYS 1044 Physics for Architects I
- PHYS 1054 Physics for Architects II
- PHYS 2013/2011L College Physics I
- PHYS 2033/2031L College Physics II
- PHYS 2054 University Physics I
- PHYS 2074 University Physics II

**FINE ARTS (1 course – 3 hours)**

- ARCH 1003 Architecture Lecture
- ARHS 1003 Art Lecture
- COMM 1003 Film Lecture
- DANC 1003 Movement and Dance
- ENGL 2023 Creative Writing I
- HUMN 2114H\* Honors Birth of Modern Culture 1600-1900
- LARC 1003 The American Landscape
- MLIT 1003 Experiencing Music
- MLIT 1013 Music and Society
- MLIT 1333 Popular Music
- THTR 1003 Theatre Appreciation
- THTR 1013 Musical Theatre Appreciation
- THTR 1223 Introduction to Theatre

**SOCIAL SCIENCES (3 courses from at least 2 fields – 9 hours)**

- AGECE 1103 Principles of Agriculture Microeconomics
- AGECE 2103 Principles of Agriculture Macroeconomics
- ANTH 1023 Intro to Cultural Anthropology
- COMM 1023 Communication in a Diverse World
- ECON 2013 Principles of Macroeconomics
- ECON 2023 Principles of Microeconomics
- ECON 2143 Basic Economics: Theory and Practice
- GEOS 1123 Human Geography
- GEOS 2003 World Regional Geography
- HDFS 1403 Life Span Development
- HDFS 2413 Family Relations
- HDFS 2603 Rural Families & Communities
- HIST 1113 Institutions and Ideas of World Civilizations I
- HIST 1123 Institutions and Ideas of World Civilizations II
- HIST 2003 History of the American People to 1877
- HIST 2013 History of the American People 1877 to Present
- HUMN 1114H\* Honors Roots of Culture to 500 C.E.
- HUMN 2114H\* Honors Birth of Modern Culture, 1600-1900
- PLSC 2003 American National Government
- PLSC 2013 Intro to Comparative Politics
- PLSC 2203 State and Local Government
- PSYC 2003 General Psychology
- RESM 2853 Leisure and Society
- SOCI 2013 General Sociology
- SOCI 2033 Social Problems

 **UNIV 1001 University Perspectives**

(Freshmen must complete during first year)

**ENGLISH COMPOSITION (2 courses – 6 hours)**

- ENGL 1013 Composition I
- ENGL 1023 Composition II

**U.S. HISTORY & GOVERNMENT (1 course – 3 hours)**

- HIST 2003 History of the American People to 1877
- HIST 2013 History of the American People 1877 to Present
- PLSC 2003 American National Government

*Note: U.S. History & Government courses cannot be used more than once within the University Core.*

**HUMANITIES (1 course – 3 hours)**

- AAST 2023 The African American Experience
- ARCH 1013 Diversity and Design
- CLST 1003 Intro to Classical Studies: Greece
- CLST 1013 Intro to Classical Studies: Rome
- COMM 1233 Media, Community, and Citizenship
- ENGL 1213 Intro to Literature
- GNST 2003 Intro to Gender Studies
- HUMN 1124H\* Honors Eq. of Cultures, 500-1600
- HUMN 2124H\* Honors 20<sup>th</sup> Century Global Culture
- MRST 2013 Intro to Medieval & Renaissance Studies
- MUSY 2003 Music in World Cultures
- PHIL 2003 Intro to Philosophy
- PHIL 2103 Intro to Ethics
- PHIL 2203 Logic
- PHIL 3103 Ethics and the Professions
- WLIT 1113 World Literature I
- WLIT 1123 World Literature II
- World Language at the Intermediate I (2003) level

\* Honors students only.

Please visit [catalog.uark.edu](http://catalog.uark.edu) for an extensive list of graduation and prerequisite requirements.



Catalog year: 2018

Fulbright College Advising Center  
CHPN 322  
479.575.3307  
[fulbrightadvising.uark.edu](http://fulbrightadvising.uark.edu)

**J. WILLIAM FULBRIGHT COLLEGE OF ARTS AND SCIENCES**

**MAJOR REQUIREMENTS for a BACHELOR OF ARTS in JOURNALISM (ADVERTISING/PUBLIC RELATIONS)**

MINIMUM DEGREE CREDIT HOURS REQUIRED TO GRADUATE = 120 (CORE + MAJOR + GENERAL ELECTIVES)

Department of Journalism  
116 KIMP  
479-575-3601  
[journalism.uark.edu](http://journalism.uark.edu)

**MATHEMATICS (1 course • 3 hours)**

- MATH 2033 Mathematical Thought
  - MATH 2043 Survey of Calculus
  - MATH 2053 Finite Mathematics
  - MATH 2183 Mathematical Reasoning
  - STAT 2303 Principles of Statistics
- or a higher level math course.

**WORLD LANGUAGE up to the Intermediate I (2003) level or higher (hours vary)**

- \_\_\_\_\_ (2003)

**WORLD LITERATURE (1 course • 3 hours)**

- WLIT 1113 World Literature I
- WLIT 1123 World Literature II
- Any literature course numbered 3000 or higher
- Any world language literature course numbered 3000 or higher

**PHILOSOPHY (1 course • 3 hours)**

- PHIL 2003 Intro to Philosophy
- PHIL 2103 Intro to Ethics
- Any PHIL course numbered 3000 or higher (PHIL 3103 Ethics and the Professions is rec'd.)

**POLITICAL SCIENCE (2 courses • 6 hours)**

- PLSC 2003 American National Government

One additional PLSC course (any level):

- PLSC \_\_\_\_\_

**COMMUNICATION (1 course • 3 hours)**

- COMM 1313 Public Speaking

**ECONOMICS (1-2 courses • 3-6 hours)**

- ECON 2143 Basic Economics: Theory and Practice
- or
- ECON 2013 Principles of Macroeconomics and
  - ECON 2023 Principles of Microeconomics

**MARKETING (2 courses • 6 hours)**

- MKTG 3433 Intro to Marketing
- MKTG 3553 Consumer Behavior

**Note:** ECON 2013 & 2023 or ECON 2143 and STAT 2303 or WCOB 1033, **each with a grade of "C" or better**, are prerequisites for MKTG 3433.

**HISTORY ELECTIVE numbered 3000 or higher (1 course • 3 hours)**

- HIST \_\_\_\_\_ (3000+)

**CULTURAL/DIVERSITY REQUIREMENT**

**(1 course • 3 hours)**

- ANTH 4533 Middle East Cultures
  - COMM 4343 Intercultural Communication
  - HIST 3233 African American History to 1877
  - HIST 3243 African American History since 1877
  - HIST 3263 History of the American Indian
  - JOUR 3263 African Americans in Film
  - JOUR 4923 History of the Black Press
  - SCWK 3193 Human Diversity and Social Work
  - SOCI 3193 Race, Class, and Gender in America
- or other related course as approved by the dept.

**Note:** A cultural/diversity-approved HIST course can satisfy the major's HISTORY requirement. Also, a cultural/diversity-approved JOUR course can count as one of the JOURNALISM ELECTIVES.

**JOURNALISM CORE (5 courses • 13 hours)**

- JOUR 1023 Media and Society
- JOUR 1033 Fundamentals of Journalism
- JOUR 3633 Media Law (60 hrs completed)
- JOUR 4333 Ethics in Journalism
- JOUR 4981 Journalism Writing Requirement

**Note:** A minimum grade of "C" is required in all JOUR courses that serve as prerequisites for advanced JOUR courses.

**ADVERTISING/PUBLIC RELATIONS SEQUENCE (5 courses • 15 hours)**

- JOUR 3723 Advertising Principles\*
- JOUR 3743 Public Relations Principles\*

\*Requires 60 hours completed and a 2.5 GPA. Students must earn a "B" or better, and the course can only be retaken once.

- JOUR 4143 Public Relations Writing\*\*
- JOUR 4423 Creative Strategy and Execution\*\*
- JOUR 4453 Media Planning & Strategy\*\*

\*\*Requires 90 hours completed and a 2.5 GPA.

**JOURNALISM ELECTIVES (2 courses • 6 hours)**

It is recommended that one course be an internship.

- JOUR \_\_\_\_\_

- JOUR \_\_\_\_\_

**JOURNALISM WRITING REQUIREMENT**

- Satisfied upon successful completion of JOUR 4981 with a grade of "C" or better.