

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

**\*\* Note:** Some courses may appear as options in multiple areas of the University Core. You can only count each course 1 time in the University Core and will need unique courses in each of the content areas below.

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

**MATHEMATICS (1 course – 3-4 hours)**

- MATH 1203 College Algebra
- MATH 1313 Quantitative Reasoning
- MATH 1514 Calculus with Algebra & Trigonometry I
- Any higher-level Math course (including STAT 2303)

**Note:** Based on placement scores. Please see [mathplacement.uark.edu](http://mathplacement.uark.edu) for placement score and exam information.

**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 1203/1201L 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 Physical 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 1883 Acting I for Theatre Majors

**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
- EDST 2003 Introduction to Educational Studies
- 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 \*\*
- HIST 2093 Animals in World History
- HUMN 1114H\* Honors Roots of Culture to 500 C.E.
- HUMN 2114H\* Honors Birth of Modern Culture, 1600-1900
- INST 2013 Introduction to International and Global Studies
- INST/PLSC 2813 Intro. to Int'l Relations & Global Studies
- 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
- STEM 2003 The Art of STEM Communication

 **UNIV 1001 University Perspectives**

(Or equivalent course from another University of Arkansas college)

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

- ENGL 1013 Composition I
- ENGL 1023 Composition II or ENGL 1033 Technical Comp 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 \*\*

**HUMANITIES (1 course – 3 hours)**

- AAST 2023 The African American Experience
- ANTH 1033 Introduction to Archaeology
- 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
- DANCE 1003 Movement and Dance \*
- ENGL 1213 Intro to Literature
- ENGL 2023 Creative Writing I \*\*
- GNST 2003 Intro to Gender Studies
- 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 1124H\* Honors Eq. of Cultures, 500-1600
- HUMN 2213 Introduction to World Religions
- LALS 2013 Latin American Studies
- 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 2303 Human Nature and the Meaning of Life
- PHIL 3103 Ethics and the Professions
- THTR 1003 Theatre Appreciation\*\*
- THTR 1013 Musical Theatre Appreciation\*\*
- 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.

### Major Requirements for a Bachelor of Arts in Advertising and Public Relations

#### Mathematics (1 course – 3-4 hours)

- MATH 2043 Survey of Calculus
- MATH 2053 Finite Mathematics
- MATH 2183 Mathematical Reasoning
- STAT 2303 Principles of Statistics (recommended) \*
- or a higher-level math course

#### World Language up to Intermediate I (2003) level or higher (hours vary)

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

#### World Literature (1 course – 3 hours)

*Choose one of the following:*

- 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)

*Choose one of the following:*

- PHIL 2003 Intro to Philosophy
- PHIL 2103 Intro to Ethics
- Any 3000+ level PHIL course.  
*(PHIL 3103, Ethics & the Professions is recommended)*

#### Political Science (2 courses – 6 hours)

- PLSC 2003 American National Government
  - One additional PLSC course (any level) *(PLSC 2813, 3233, or 4233 are recommended.)*
- PLSC \_\_\_\_\_

#### Communication (1 courses – 3 hours)

- COMM 1313 Public Speaking

#### Economics (1-2 courses – 3-6 hours) \*

- ECON 2143 Basic Economics: Theory & Practice
- OR**
- ECON 2013 Principles of Macroeconomics **and**
- ECON 2023 Principles of Microeconomics

#### Marketing (3 courses – 9 hours)

- MKTG 3433 Intro to Marketing \*
- MKTG 3553 Consumer Behavior
- MKTG 3633 Marketing Research

\* Note: ECON 2013 & 2023 or ECON 2143 **and** STAT 2303 or WCOB 1033, **each with a grade of “C” or better**, are pre-requisites for MKTG 3433

#### History 3000+ Level Elective (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
- HUST 3263 History of the American Indian
- JOUR 3263 African Americans in Film
- JOUR 4923 History of the Black Press
- SCWK 3193 Human Diversity & Social Work
- SOCI 3193 Race, Class, & Gender in America or other related course as approved by the department.

**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.

**Grammar, Spelling, & Punctuation (GSP) Requirement:** All majors and minors must complete the Grammar, Spelling and Punctuation (GSP) requirement as a prerequisite or co-requisite to JOUR 1033 Media Writing by completing one of these two options: 1) Pass JOUR 1003 Journalistic Writing Skills with a grade of C or better; or 2) Pass JOUR 1100 Grammar Spelling Punctuation Requirement with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. Students who do not complete both the GSP requirement and JOUR 1033 with a C or better cannot enroll in any courses for which JOUR 1033 is a prerequisite. The GSP test is only administered a certain number of times each semester. Students must request a GSP test time a minimum of two weeks before they plan to take the test. There is no guarantee that GSP testing slots will be open when desired, so students must schedule well in advance.

#### Journalism Core (6 courses – 16 hours)

- JOUR 1023 Media and Society
  - JOUR 1033 Media Writing
  - JOUR 3633 Media Law (60 hours completed)
  - JOUR 4333 Ethics in Journalism (60 hours completed)
  - JOUR 4981 Journalism Writing Requirement
- Choose one of the following:*
- JOUR 2053 Multimedia Journalism
  - JOUR 2063 Media Graphics & Technology
  - JOUR 405V Specialized Journalism Seminar with the subtopic “Videography/Editing” or “Digital Content Strategy”

#### Advertising/Public Relations Sequence (5 courses – 15 hours)

- ADPR 3723 Advertising Principles \*\*
  - ADPR 3743 Public Relations Principles \*\*
- \*\* Requires 30 hours completed and a 2.5 GPA. Students must earn a “B” or better, and then course can only be retaken once.
- ADPR 4143 Public Relations Writing \*\*\*
  - ADPR 4423 Creative Strategy & Execution \*\*\*
  - ADPR 4453 Media Planning & Strategy \*\*\* **OR**  
ADPR 4473 Account Planning \*\*\*

\*\*\* Requires 60 hours completed and a 2.5 GPA.

#### Journalism or ADPR Electives (2 courses – 6 hours)

*It is recommended that one course be an internship.*

- JOUR or ADPR \_\_\_\_\_
- JOUR or ADPR \_\_\_\_\_

#### Journalism Writing Requirement

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

**Degree Breakdown:**

University Core + Major Requirements + General Electives = **120** total hours

**University Core: (Typically 35 hours)** These options are listed on the first page of this work sheet

**Major Requirements: (Up to 47 hours)** These are the courses specifically required by the department to complete a degree and are listed above.

**General Electives: (Varies by major)** These courses make up the difference to reach 120 total hours beyond University Core and Major Requirements. These courses must be 1000 level or higher (in some cases, 3000 level or higher), courses not already required, and courses you do not have previous credit for. These courses are great to use for other majors and minors.

**Fulbright Writing Requirement:** Each Fulbright graduate must complete a writing requirement to graduate. Each academic department may meet this requirement in a different way, so make sure you work with your advisor for specifics.

**Online courses:** Students in on-campus degree programs are allowed to take online sections reserved for on-campus students. However, only 35% of a student's courses taken at the University of Arkansas may be online. See catalog for official policy.

**GPA:** Every student must have at least a 2.00 **cumulative** grade point average to be eligible to graduate from the University of Arkansas.

**24, 30, and 40 Hour Rules:**

*Also known as residency requirements, these hours can come from major/minors. In some cases, courses may overlap in each of the hour rules below.*

**24-Hour Rule:**

Students must complete at least 24 hours of 3000+ level classes in the Fulbright College.

**30-Hour Rule:**

Students must complete at least 30 hours of 3000+ level classes at the University of Arkansas. This can include courses taken for the 24-hour rule.

**40-Hour Rule:**

Students must complete at least 40 hours of 3000+ level classes in total, including transfer courses. Courses that are 2000 level and have a pre-requisite may also count for this rule. This can include courses taken for the 24-hour and 30-hour rules.