### Bachelor of Arts in Journalism—Advertising/Public Relations 2016

**Fulbright College Eight Semester Degree Completion Program**

#### The following 4 semesters can be transferred to the UofA.

<table>
<thead>
<tr>
<th>Fall Semester 1</th>
<th>Hours</th>
<th>Spring Semester 1</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ENGL 1013 Composition I</td>
<td>3</td>
<td>ENGL 1023 Composition II</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1203C* or MATH1204 *or MATH 1313^</td>
<td>3-4</td>
<td>STAT 2303 Principles of Statistics*</td>
<td>3</td>
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<tr>
<td>CORE: Fine Arts</td>
<td>3</td>
<td>World Language 1003**</td>
<td>3</td>
</tr>
<tr>
<td>PHIL 2003, PHIL 2103, or PHIL 3103</td>
<td>3</td>
<td>COMM 1313 Public Speaking</td>
<td>3</td>
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<tr>
<td>PLSC 2003 American National Government</td>
<td>3</td>
<td>CORE: Social Science***</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td>15-16</td>
<td><strong>Total Hours</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Fall Semester 2</th>
<th>Hours</th>
<th>Spring Semester 2</th>
<th>Hours</th>
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<tbody>
<tr>
<td>CORE: Social Science***</td>
<td>3</td>
<td>General Elective</td>
<td>3</td>
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<tr>
<td>World Language 1013**</td>
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<td>3</td>
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<tr>
<td>General Elective</td>
<td>3</td>
<td>World Language 2003**</td>
<td>3</td>
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<tr>
<td>WLIT 1113, World Literature I, or WLIT 1123, World Literature II</td>
<td>4</td>
<td>CORE: Natural Science</td>
<td>4</td>
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<tr>
<td><strong>CORE: Natural Science</strong></td>
<td>16</td>
<td><strong>Total Hours</strong></td>
<td>15</td>
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### The following 4 semesters should be taken at the UofA.

<table>
<thead>
<tr>
<th>Fall Semester 3</th>
<th>Hours</th>
<th>Spring Semester 3</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>†‡Cultural Diversity Requirement**** or Fulbright 3000+ elective</td>
<td>3</td>
<td>†‡JOUR 3723 Advertising Principles’</td>
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<td>†‡HIST 3000+ elective</td>
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<td>†‡JOUR 3743 Public Relations Principles</td>
<td>3</td>
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<tr>
<td>†‡ECON 2143 Basic Economics***</td>
<td>3</td>
<td>†‡JOUR 3633 Media Law</td>
<td>3</td>
</tr>
<tr>
<td>†‡JO 1023 Media and Society</td>
<td>3</td>
<td>†‡MKTG 3433 Introduction to Marketing Strategy</td>
<td>3</td>
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<tr>
<td>†‡JO 1033 Fundamentals of Journalism</td>
<td>3</td>
<td>PLSC course</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
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<td><strong>Total Hours</strong></td>
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<table>
<thead>
<tr>
<th>Fall Semester 4</th>
<th>Hours</th>
<th>Spring Semester 4</th>
<th>Hours</th>
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<tbody>
<tr>
<td>†‡JO 4143 Public Relations Writing* (or in Spring Semester 4)</td>
<td>3</td>
<td>†‡JO 4463 Creative Strategy &amp; Execution* (or in Spring Semester 4)</td>
<td>3</td>
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<tr>
<td>†‡JO 4423 Creative Strategy &amp; Execution* (or in Spring Semester 4)</td>
<td>3</td>
<td>†‡JO 4453 Media Planning &amp; Strategy* (or in Spring Semester 4)</td>
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<tr>
<td>†‡JO 4333 Ethics in Journalism</td>
<td>3</td>
<td>†‡JO 4891 Journalism Writing Requirement</td>
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<td>†‡MKTG 3553 Consumer Behavior</td>
<td>3</td>
<td><strong>Total Hours</strong></td>
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</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td>15</td>
<td><strong>Total Hours</strong></td>
<td>13</td>
</tr>
</tbody>
</table>

This is not a substitution for the [Catalog of Studies](#). Core areas must be completed as outlined in the Catalog of Studies. To check transfer equivalency, refer to the Registrar’s Office [Transfer Equivalency Guide](#). More information can be found on the [Fulbright Transfer Advising Center website](#).

Core requirement hours may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute a three-hour (or more) general elective in place of a core area.

*Placement in the Math sequence is based on competency demonstrated by ACT/SAT exams or by taking the MPT at the UA. Students who begin the Math sequence at higher levels can replace the pre-requisite MATH sequence courses with Gen. Electives.

*Advanced Math Electives. Choose one course from the following: MATH 2033, MATH 2043, MATH 2053, MATH 2183, MATH 2554, STAT 2303, or higher level MATH course. Students who complete MATH 1313 are only able to take MATH 2183 as an advanced math course.

**Placement in the Language sequence is based on competency. Students who begin the language sequence at higher levels can replace the pre-requisite language sequence courses with General Electives.

*** Students may elect to take both ECON 2023 and ECON 2013 instead of ECON 2143. ECON 213 and ECON 2023 will also count for the social science core.

† A cultural/diversity course is allowed to also satisfy the major’s 3000-4000 level HIST course requirement.

†‡ To be chosen from the following courses: ANTH 4533 Middle East Cultures (Sp) COMM 4343 Intercultural Communication (Sp) HIST 3263 African American History to 1877 (Sp, Fa) † HIST 3243 African American History Since 1877 (Sp, Fa) † HIST 3263 History of the American Indian (Fa) † JOUR 3263 African Americans in Film (irregular) † JOUR 4923 History of the Black Press (Even years, Sp) † SCWK 3193 Human Diversity and Social Work (Sp, Su, Fa) SOCI 3193 Race, Class, and Gender in America (Sp, Fa) or other cultural/diversity courses as approved by the Department of Journalism

‡ Meets 30/40-hour advanced credit hour requirements. See Graduation Requirements in the Catalog of Studies. †‡ Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College), in addition to meeting the 30/40-hour rules. See Degree Completion Program Policy in the Catalog of Studies.

Note: A minimum grade of “C” is required in all Journalism courses that serve as prerequisites for advanced Journalism courses. A 2.25 overall grade-point average required to enroll in the Ad/PR sequence and students must earn a grade of at least “B” in both JOUR 3723 and JOUR 3743 to qualify to take the upper level Ad/PR sequence of courses. Students can only retake JOUR 3723 and JOUR 3743 once to earn a grade of “B.” Due to high demand students may have to take the upper-level Ad/PR sequence courses in their final semester. This may change the order of courses in the final year. Contact the Journalism Department for information about the enrollment procedure for these courses.
Fulbright College Advising Center  
518 MAIN  
479.575.3307  
fulbrightadvising.uark.edu  
Please visit catalog.uark.edu for an extensive list of graduation and prerequisite requirements.

UNIVERSITY CORE REQUIREMENTS

Minimum degree credit hours required to graduate = 120  
(Core + Major + General Electives)

MATHEMATICS (1 course • 3-4 hours)
- MATH 1203 College Algebra, MATH 1204 College Algebra with Review, MATH 1313 Quantitative Reasoning, or any higher level math course, including STAT 2303.

NATURAL SCIENCES (2 courses w/ matching labs • 8 hours)
- ASTR 2003/2001L Survey of the Universe  
- BIOL 1003/1001L Environmental Science  
- BIOL 1524 Biological Principles  
- BIOL 1543/1541L Principles of Biology  
- BIOL 1584 Biology for Majors  
- BIOL 1603/1601L Principles of Zoology  
- BIOL 2213/2211L Human Physiology  
- BIOL 2443/2441L Plant Biology  
- 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 1133/1131L University Chemistry for Engineers II  
- CHEM 1213/1211L Chemistry for Majors I  
- CHEM 1223/1221L Chemistry for Majors II  
- ENESC 1003/1001L Environmental Science  
- ENTO 1023/1021L Insects, Science, and Society  
- GEOS 1113/1111L General Geology  
- GEOS 1133/1131L Environmental Geology  
- PHYS 1023/1021L Physics and 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

*Honors students only

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

Students transferring less than 24 hours are required to take:
- UNIV 1001: University Perspectives (freshmen must complete during first year)

SOCIAL SCIENCES (3 courses from at least 2 fields • 9 hours)
- AGE 1103 Principles of Agricultural Microeconomics  
- ANTH 1023 Intro to Cultural Anthropology  
- ANTH 1023 Intro to Ethnology  
- ECON 2013 Principles of Microeconomics  
- ECON 2023 Principles of Macroeconomics  
- GS 1123 Human Geography  
- GEOS 2143 Basic Economics: Theory and Practice  
- HESC 2413 Family Relations  
- HESC 2603 Rural Sociology  
- 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 1114* Honors Roots of Culture to 500 C.E.  
- HUMN 2114* Honors Birth of Modern Culture, 1600-1900  
- PLSC 2003 American National Government  

ENGLISH COMPOSITION (2 courses • 6 hours)
- ENGL 1013 Composition I  
- ENGL 1023 Composition 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 1124H* Honors Eq. of Cultures, 500-1600 C.E.  
- MLIT 1003 Music Lecture  
- MLIT 1013 Music Lecture for Musicians  
- THTR 1003 Theatre Appreciation  

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 Birth of Modern Culture, 1600-1900  
- MLIT 1113 Music Lecture  
- MLIT 1123 World Literature I  
- MLIT 2103 World Literature II  
- MLIT 2113 World Literature III  
- MLIT 2123 World Literature IV  

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

Minimum degree credit hours required to graduate = 120  
(Core + Major + General Electives)
Graduation Requirements Checklist

In addition to the specific course requirements for your degree plan and your major, be aware that there are general graduation requirements that every student in Fulbright College must complete. University graduation requirements are outlined in the Catalog of Studies, as are the College requirements. Some of that information is highlighted here. Refer to the Catalog of Studies when necessary.

1. *Minimum Total Semester Hour Requirement – 120 graduation hours*

2. Residency Requirement
   a) **30 Hour Rule (University Requirement)**
      To ensure the opportunity to engage with faculty and peers in their area of study at the University of Arkansas (UA), Fayetteville, students must fulfill the UA Enrollment Requirement (formerly the "Residence Requirement"):
      1. Earn a minimum of 30 semester hours at the University of Arkansas, Fayetteville campus—this includes UA faculty-led study abroad classes, online/on-campus classes, and Global Campus courses; and all other courses paid towards Fayetteville campus tuition and fees;
      2. These 30 semester hours are to be upper-division semester hours required for the completion of a degree program;
      3. Additional hours in residence can be required for completing a minor;
      4. Hours earned in another school or college at UA (Fayetteville) may be used to satisfy this requirement—with appeal of appropriate faculty curriculum committee;
      5. Appeals to the standards identified in this policy should be made to the Academic Standards Committee.
   b) **24 Hour Rule (College Requirement)**
      A student graduating from Fulbright College must have completed at least 24 hours of 3000 and 4000 level courses from departments in Fulbright College.

3. **40 Hour Rule**
   Students must present for degree credit at least 40 hours of work in courses numbered 3000 and above. Included in this 40 hours can be courses numbered 2000 if each has a specific course designated as a prerequisite. The following courses are excluded: MILS 2001 and 2011, AERO 2001 and 2011, and foreign language courses numbered 2003 and 2013. These courses may be taken from other colleges or universities. However, do not forget the college residency requirement, specifically the 24 HOUR RULE.

4. **Grade-Point Average**
   Students graduating from Fulbright College must have a minimum cumulative GPA of 2.00.

5. **35% Online Rule**
   Any student pursuing an on-campus (face-to-face) undergraduate degree from the University of Arkansas may take up to 35 percent, of the total credit hours required to complete the degree, of regular online (semester/summer) and self-paced online (correspondence) courses for degree credit.

6. **50% Rule**
   A student graduating with a major or a minor from Fulbright College must have completed a minimum of 50 percent of degree credit work within the Fulbright College major or within the Fulbright College minor at the University of Arkansas through courses completed at the University of Arkansas, Fayetteville campus as defined in the University Residency Requirement.

7. **Writing Requirement**
   Students graduating from Fulbright College must write a research/analytical paper for at least one upper division course in his/her major. Satisfactory completion of an honors project or a senior thesis may fulfill this requirement. Each department has determined its own procedures for certifying completion of this requirement. Questions should be referred to the departmental chairperson.