

# PUBLIC RELATIONS AND ADVERTISING CONCENTRATION

## Journalism & Media Communication, Bachelor of Arts - Public Relations and Advertising Concentration Requirements

Code	Title	Credits
<b>GENERAL EDUCATION REQUIREMENTS - 34 Hours Required</b>		
Minimum of "C-" required		
<b>Fundamental Skills</b>		<b>15</b>
<b>Writing – 6 hrs.</b>		
ENGL 1150	ENGLISH COMPOSITION I	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
<b>Oral Communication – 3 hrs.</b>		
CMST 1110	PUBLIC SPEAKING FUNDS	
or CMST 2120	ARGUMENTATION AND DEBATE	
<b>Quantitative Literacy – 3 hrs.</b>		
MATH 1120	INTRODUCTION TO MATHEMATICAL AND COMPUTATIONAL THINKING	
or MATH 1130	QUANTITATIVE LITERACY	
or MATH 1140	QUANTITATIVE REASONING FOR HEALTHCARE PROFESSIONALS	
or MATH 1300	COLLEGE ALGEBRA WITH SUPPORT	
<b>Data Literacy – 3 hrs.</b>		
Select one from the following:		
STAT 1100	DATA LITERACY AND VISUALIZATION	
STAT 1530	ELEMENTARY STATISTICS	
Until Fall 2028, students can satisfy this requirement with an approved data literacy course, or any approved natural or social science general education course.		
<b>Breadth of Knowledge</b>		<b>13</b>
Social Science – 3 hrs.		
Humanities – 3 hrs.		
Natural & Physical Science (must complete a lab) – 4 hrs.		
Arts – 3 hrs.		
<b>Individual and Social Responsibility</b>		<b>6</b>
Cultural Knowledge – 3 hrs.		
Civic Knowledge and Engagement – 3 hrs.		
<b>MAJOR REQUIREMENTS - 57 Hours Required</b>		
**Course will satisfy UNO's General Education requirement		
^Course requires pre-requisite(s)		
Minimum of "C" required		
<b>All of the following</b>		<b>18</b>
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION (** ^)	
JMC 2100	MEDIA WRITING (^)	
JMC 2200	MEDIA PRODUCTION PRINCIPLES (^)	
JMC 3340	MEDIA THEORY (^)	
JMC 3350	COMMUNICATION RESEARCH (^)	

JMC 4970	INTERNSHIP EXPERIENCE (^ 3 credits required but credits may be divided over multiple semesters)	
<b>Public Relations/Advertising Concentration</b>		<b>12</b>
JMC 2500	SOCIAL MEDIA COMMUNICATION (^)	
JMC 3230	PRINCIPLES OF PUBLIC RELATIONS (^)	
JMC 4250	STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING (^)	
JMC 4450	PR AND ADVERTISING CAPSTONE (^)	
<b>Select 5 of the following</b>		<b>15</b>
JMC 2000	NEWS LITERACY	
JMC 2110	PHOTOGRAPHY	
JMC 2620	PR AND ADVERTISING DESIGN	
JMC 3620	PRINCIPLES OF CREATIVE ADVERTISING (^)	
JMC 4040	SOCIAL MEDIA MEASUREMENT AND MANAGEMENT (^)	
JMC 4260	MEDIA RELATIONS	
JMC 4300	RISK AND CRISIS COMMUNICATION (^)	
JMC 4320	TELEVISION COMMERCIAL PRODUCTION (^)	
JMC 4390	MEDIA ENTREPRENEURSHIP (^)	
JMC 4430	GLOBAL MEDIA COMMUNICATION (^)	
<b>Select 2 of the following</b>		<b>6</b>
JMC 3700	VISUAL COMMUNICATION AND CULTURE (^)	
JMC 4010	MEDIA HISTORY (^)	
JMC 4040	SOCIAL MEDIA MEASUREMENT AND MANAGEMENT (^)	
JMC 4260	MEDIA RELATIONS	
JMC 4300	RISK AND CRISIS COMMUNICATION	
JMC 4310	MEDIA & POLITICS	
JMC 4380	FILM THEORY AND CRITICISM (^)	
JMC 4390	MEDIA ENTREPRENEURSHIP (^)	
JMC 4400	MEDIA ETHICS (^)	
JMC 4410	COMMUNICATION LAW AND POLICY (^)	
JMC 4430	GLOBAL MEDIA COMMUNICATION (^)	
JMC 4920	MEDIA & CULTURE (^)	

<b>Select 6 credits JMC courses</b>		<b>6</b>
<b>Bachelor of Arts in Communication Language requirements</b>		<b>16</b>

<b>ELECTIVES</b>		
Elective hours as required to reach a total of 120 hours		

## Journalism & Media Communication, Bachelor of Arts - Public Relations and Advertising Concentration Four Year Plan

<b>Freshman</b>		
<b>Fall</b>		<b>Credits</b>
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION	3
Foreign Language 1		5
ENGL 1150	ENGLISH COMPOSITION I	3
Quantative Literacy		3
<b>Credits</b>		<b>14</b>

**Spring**

JMC 2500	SOCIAL MEDIA COMMUNICATION	3
Foreign Language 2		5
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	3
Oral Communication		3
<b>Credits</b>		<b>14</b>

**Sophomore****Fall**

JMC 2100	MEDIA WRITING	3
JMC 2200	MEDIA PRODUCTION PRINCIPLES	3
Foreign Language 3		3
Science w/ lab		4
Culture		3
<b>Credits</b>		<b>16</b>

**Spring**

JMC 3340	MEDIA THEORY	3
Foreign Language 4		3
Humanities		3
Civic		3
Data		3
<b>Credits</b>		<b>15</b>

**Junior****Fall**

JMC 3230	PRINCIPLES OF PUBLIC RELATIONS	3
Arts		3
Social Science		3
JMC 3350	COMMUNICATION RESEARCH	3
PRAD elective		3
<b>Credits</b>		<b>15</b>

**Spring**

JMC 4250	STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING	3
PRAD elective		3
PRAD elective		3
JMC advanced elective		3
JMC 4970	INTERNSHIP EXPERIENCE	1-3
<b>Credits</b>		<b>13-15</b>

**Senior****Fall**

PRAD elective		3
PRAD elective		3
JMC advanced elective		3
JMC major elective		3
General elective		4
<b>Credits</b>		<b>16</b>

**Spring**

JMC 4450	PR AND ADVERTISING CAPSTONE	3
JMC major elective		3
General elective		3
General elective		3
General elective		3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>118-120</b>

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

This plan is not a contract and curriculum is subject to change.

**Additional Information About this Plan:**

**University Degree Requirements:** The minimum number of hours for a UNO undergraduate degree is 120 credit hours. Please review the requirements for your specific program to determine all requirements for the program. In order to graduate on-time (four years for an undergraduate degree), you need to take 30 hours each year.

**Placement Exams:** For Math, English, Foreign Language, a placement exam may be required. More information on these exams can be found at <https://www.unomaha.edu/enrollment-management/testing-center/placement-exams/information.php>

\*\*Transfer credit or placement exam scores may change suggested plan of study

**GPA Requirements:**

2.25 cumulative GPA