

PUBLIC RELATIONS AND ADVERTISING CONCENTRATION

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

Code	Title	Credits
GENERAL EDUCATION REQUIREMENTS - 34 Hours Required		
Minimum of "C-" required		
Fundamental Skills		15
Writing – 6 hrs.		
ENGL 1150	ENGLISH COMPOSITION I	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
Oral Communication – 3 hrs.		
CMST 1110	PUBLIC SPEAKING FUNDS	
or CMST 2120	ARGUMENTATION AND DEBATE	
Quantitative Literacy – 3 hrs.		
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	
Data Literacy – 3 hrs.		
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.		
Breadth of Knowledge		13
Social Science – 3 hrs.		
Humanities – 3 hrs.		
Natural & Physical Science (must complete a lab) – 4 hrs.		
Arts – 3 hrs.		
Individual and Social Responsibility		6
Cultural Knowledge – 3 hrs.		
Civic Knowledge and Engagement – 3 hrs.		
MAJOR REQUIREMENTS - 57 Hours Required		
Minimum of "C" required		
**Course will satisfy UNO's General Education requirement		
^Course requires pre-requisite(s)		
All of the following		18
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)	
Public Relations/Advertising Concentration		12
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 (^)	
Select 5 of the following		15
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 (^)	
Select 2 of the following		6
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 (^)	
Select 6 credits JMC classes		6
Bachelor of Science in Communication - 15 minimum Hours Required Minor		15
A minor is required, credit hours depend on the department requirements of the minor - Grade/GPA requirement determined by department		
or		
2nd field of study which requires 15 credit hours in the same or related field with a minimum of 6 credits at the 3000/4000 level. - Minimum of "C" required		
ELECTIVES		
Elective hours as required to reach a total of 120 hours		

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

Freshman

Fall		Credits
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION	3
Oral Communication		3
ENGL 1150	ENGLISH COMPOSITION I	3
Quantitative Literacy		3
Humanities		3
Credits		15

Spring

JMC 2500	SOCIAL MEDIA COMMUNICATION	3
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	3
Civic		3
Data Literacy		3
Social Science		3
Credits		15

Sophomore

Fall		Credits
JMC 2100	MEDIA WRITING	3
JMC 2200	MEDIA PRODUCTION PRINCIPLES	3
Arts		3
Science w/ lab		4
Culture		3
Credits		16

Spring

JMC 3340	MEDIA THEORY	3
JMC 3350	COMMUNICATION RESEARCH	3
PRAD elective		3
JMC major elective		3
Minor/2nd field course		3
Credits		15

Junior

Fall		Credits
JMC 3230	PRINCIPLES OF PUBLIC RELATIONS	3
PRAD elective		3
PRAD elective		3
PRAD elective		3
Minor/2nd field course		3
Credits		15

Spring

JMC 4970	INTERNSHIP EXPERIENCE	3
JMC 4250	STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING	3
PRAD elective		3
JMC advanced elective		3
Minor/2nd field course		3
Credits		15

Senior

Fall		Credits
JMC major elective		3
JMC advanced elective		3
Minor/2nd field course		3
General electives or Minor/2nd field		3
General electives or Minor/2nd field		3
Credits		15
Spring		Credits
JMC 4450	PR AND ADVERTISING CAPSTONE	3
Minor/2nd field course		3
General elective		2
General elective		3
General elective		3
Credits		14
Total Credits		120

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