

INFORMATION CONCERNING GENERAL RULES, REGULATIONS AND MINIMUM REQUIREMENTS

TOTAL HOURS: A Bachelor of Arts in Journalism degree requires 130 hours, 48 of which must be upper-division (3000-4000 level courses).

Transfer work will be counted as lower-division or upper-division credit depending on the level at which it was offered at the institution where the work was taken. All two-year college work is considered to be lower-division.

HOURS BY EXAM, CORRESPONDENCE STUDY AND/OR EXTENSION: A maximum of 31 semester hours (or 1/4 of the total hours required for a preprofessional program of study) may be completed by a combination of exam, correspondence study and/or extension credit.

ATTENDANCE: Students who do not attend a JMC class or lab on the first day of classes may be dropped from the class or lab.

TRANSFER WORK: Students may transfer in a maximum of 12 credit hours of journalism and mass communication coursework prior to full admission to the Gaylord College. Once fully admitted to the college, students may petition the faculty to have an additional three (3) credit hours from an outside ACEJMC institution applied to their University of Oklahoma degree. A maximum of fifteen (15) credit hours of JMC transfer coursework may be applied to a degree.

INDIVIDUAL STUDIES (e.g., courses titled "Independent Study"): A maximum of 12 total semester hours may be counted toward graduation.

REPEAT OF FAILED COURSEWORK: A student earning a grade of "F" in an upper-division course at OU may not repeat the course for credit at another institution without the prior written permission of the department that offered the course at OU. Once fully admitted to the College of Journalism and Mass Communication, no additional upper-division JMC transfer work will be accepted.

MILITARY, MILITARY IN-SERVICE, AND P.E. COURSES: A maximum of 16 semester hours total of basic skills courses; aerospace studies, military science, and naval science courses; advanced military in-service experience; and PE activity courses may be included in the minimum 130 semester hours required for graduation. No more than four of the 16 semester hours may be in PE activity courses.

SENIOR INSTITUTION HOURS: A minimum of 60 semester hours applied toward graduation must be earned at senior (4-year) institutions.

RESIDENCY:

- A minimum of 30 semester hours acceptable toward graduation must be earned in residence at OU, including at least 15 of the last 30 hours applied toward the degree.
- At least 15 semester hours of upper-division major work must be completed in residence at OU.
- OU correspondence courses are *not* considered resident credit.
- Credits earned via examination are neither resident nor nonresident credit.

SPECIAL DEGREES: Students may qualify for an Honors degree (cum Laude, Magna cum Laude, or Summa cum Laude) by completing specific requirements of the Honors College. A degree will be earned with Distinction if the student completes at least 60 semester hours at OU with at least a 3.60 combined retention GPA and OU retention GPA. A degree will be earned with Special Distinction if the student completes at least 60 semester hours at OU with at least a 3.90 combined retention GPA and OU retention GPA.

APPLICATION FOR GRADUATION: Students must apply for graduation during the term in which they complete their degree requirements in order to graduate in that term. Application forms are available in the Student Services Center, 2533 Gaylord Hall. The deadline for completion of all coursework to graduate in a particular term is the last day of classes in that term.

Requirements for full Admission to the College of Journalism and Mass Communication

All incoming freshmen or transfer students are classified as Pre-Journalism majors until the following requirements are met:

- Successfully pass the Gaylord College Entrance Exams;
- Successfully complete JMC 1013 (Introduction to Mass Communication) with a grade of C or better;
- Successful completion of at least 21 hours of courses acceptable for General Education credit;
- Achieve a minimum combined retention grade point average of 2.75 on all work attempted, as well as a 2.75 on all major work; and
- Completed Application Form.

Once admitted as a major in the Gaylord College of Journalism and Mass Communication you may choose a major in one of the following: Advertising, Broadcasting and Electronic Media, Journalism, Professional Writing, or Public Relations.

If you have any questions or advising concerns, please contact: Student Services Center, Gaylord Hall, Room 2533, (405) 325-5684.

Suggested Semester Plan of Study — Advertising - 0604B

Year	FIRST SEMESTER	Hours	SECOND SEMESTER	Hours
FRESHMAN	ENGL 1113, Principles of English Composition (Core I)	3	ENGL 1213, Principles of English Composition (Core I), or	3
	HIST 1483, United States 1492-1865, or	3	EXPO 1213, Expository Writing (Core I)	
	1493, United States 1865-Present (Core IV)		JMC 1013, Intro. to Mass Communication, or	3
	JMC 1013, Intro. to Mass Communication, or	3	Social Science (Core III)	
	Social Science (Core III)		MATH (Core I)	3
Beginning Foreign Language (Core I)	5	P SC 1113, American Federal Government (Core III)	3	
Free Elective, lower-division	2	Beginning Foreign Language continued (Core I)	5	
	TOTAL CREDIT HOURS	16	TOTAL CREDIT HOURS	17
SOPHOMORE	ECON Major Support Elective	3	ECON Major Support Elective	3
	JMC 2033, Writing for Mass Media [§] , or	3	JMC 2033, Writing for Mass Media [§] , or	3
	Understanding Artistic Forms (Core IV)		Understanding Artistic Forms (Core IV)	
	Intermediate Foreign Language	3	Natural Science without lab (Core II)	3
	Natural Science with lab (Core II)	4	Non-Western Culture (Core IV)	3
Western Civilization & Culture (Core IV)	3	Free Elective, lower- or upper-division	3	
		Free Elective, lower- or upper-division	1	
	TOTAL CREDIT HOURS	16	TOTAL CREDIT HOURS	16
JUNIOR	JMC 3303, Intro. to Advertising	3	JMC 3333, Advertising Research	3
	MKT 3013, Intro. to Marketing	3	JMC 3353, Advertising Copy & Layout	3
	Western Civilization & Culture (Core IV), or	3	JMC Major Elective, upper-division (3000-4000-level)	3
	Humanities, upper-division, outside major (Gen. Ed.)		MKT Major Support Elective, upper-division (3000-4000-level)	3
	Free Elective, upper-division (3000-4000-level)	3	Western Civilization & Culture (Core IV), or	3
	Free Elective, lower- or upper-division	3	Humanities, upper-division, outside major (Gen. Ed.)	
Free Elective, lower- or upper-division	2	Free Elective, lower- or upper-division	3	
	TOTAL CREDIT HOURS	17	TOTAL CREDIT HOURS	18
SENIOR	JMC 3363, Advertising Media	3	JMC 4343, Advertising Campaigns (Capstone)	3
	JMC 4333, Advertising Problems	3	JMC 4813, Mass Communication Law	3
	JMC Major Elective, upper-division (3000-4000-level)	3	JMC Major Elective, upper-division (3000-4000-level)	3
	Free Elective, lower- or upper-division	3	Free Elective, lower- or upper-division	3
	Free Elective, lower- or upper-division	2	Free Elective, lower- or upper-division	1
Free Elective, upper-division (3000-4000-level)	3			
	TOTAL CREDIT HOURS	17	TOTAL CREDIT HOURS	13

[§] Satisfies Computer Literacy Requirement.

Bachelor's degrees require a minimum of 48 hours of upper-division (3000-4000) coursework.

This plan of study should not be used in lieu of academic advisement.