

# REQUIREMENTS FOR THE BACHELOR OF ARTS IN JOURNALISM

## GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION

### THE UNIVERSITY OF OKLAHOMA

For Students Entering the Oklahoma State System for Higher Education:  
**Summer 2010 through Spring 2011**

Minimum Credit Hours and Grade Point Averages Required			
Total Hours —	130	Upper-Division Within Total	48
Major Hours —	36	Upper-Division Within Major	21-30
<b>Grade Point Averages:</b>			
<b>Overall &amp; Major:</b> Combined OU/Transfer - <u>2.50</u> OU - <u>2.50</u>			
Last 60 Hours - <u>2.50</u>			

Journalism and Mass Communication—  
**Advertising B006**  
Bachelor of Arts in Journalism

OU encourages students to complete at least 33 hours of applicable coursework each year to have the opportunity to graduate in four years.				
GENERAL EDUCATION AND COLLEGE REQUIREMENTS	MAJOR REQUIREMENTS	Hours	MAJOR SUPPORT REQUIREMENTS	Hours
<b>Courses graded S/U or P/NP will not apply.</b>				
Courses for fulfillment of General Education and College of Journalism requirements must be from the approved <b>General Education</b> course list.				
<b>University-Wide General Education Requirements (minimum 40 hours)</b>	<b>JOURNALISM &amp; MASS COMMUNICATION</b>			
<b>Core Area I: Symbolic and Oral Communication</b> (9-19 hours, 3-5 courses)	1013 Intro. to Mass Communication	3	The courses listed below must be completed in addition to those courses taken to fulfill the General Education and College Requirements.	
a: English Composition (6 hours, 2 courses)	2033 Writing for Mass Media <sup>§</sup>	3		
1. English 1113, Principles of English Composition	3303 Introduction to Advertising	3		
2. English 1213, Principles of English Composition, or EXPO 1213, Expository Writing	3333 Advertising Research	3		
b: Foreign Language (0-10 hours, 2 courses in the same language). May be met by successful completion of 2 years of the same foreign language in high school. (Additional foreign language requirement – see below.)	3353 Advertising Copy & Layout	3		
1. Beginning Course, 0-5 hours _____	3363 Advertising Media	3		
2. Beginning Course, continued, 0-5 hours _____	4333 Contemporary Problems in Advertising	3		
c: Mathematics (3 hours, 1 course) _____	4343 Advertising Campaigns (Capstone)	3		
<b>Core Area II: Natural Science</b> (7 hours, 2 courses). Courses must be taken from different disciplines. One must include a laboratory.	4813 Mass Communication Law	3		
1. _____	Nine elective hours of JMC: (Recommended major JMC electives):			
2. _____	3393 Advanced Copywriting	3		
<b>Core Area III: Social Science</b> (6 hours, 2 courses)	3413 Introduction to Public Relations	3		
1. Political Science 1113, American Federal Government and one additional course:	3800 Internship			
2. _____	4303 International Advertising	3		
<b>Core Area IV: Humanities</b> (12 hours, 4 courses)	4803 History of Journalism			
a: Understanding Artistic Forms (3 hours, 1 course) _____	4970 Special Topics			
b: Western Civilization and Culture (6 hours, 2 courses)	_____	3		
1. History 1483, U.S., 1492-1865, or History 1493, U.S., 1865-Present, and one additional course:	_____	3		
2. _____ (excluding HIST 1483 and 1493)	_____	3		
c: Non-Western Culture (3 hours, 1 course) _____	_____			
<b>Senior Capstone Experience</b> (3 hours, 1 course): satisfied by JMC 4343 in major	§ Satisfies Computer Literacy Requirement.			
<b>Additional Gaylord College of Journalism and Mass Communication Requirements</b>	Requirements for admission to the Gaylord College of Journalism and Mass Communication are outlined on the back of this page.			
<b>I. Foreign Language</b> (0-3 hours). One course at the intermediate level or demonstrated competency at that level).	A maximum of 50 hours of Journalism and Mass Communication may be counted in the 130 hours required for graduation. No student will be awarded a BA in Journalism degree without completing at least 80 semester credit hours outside the College. At least 65 of these hours must be in liberal arts and sciences courses.			
Intermediate Course, 0-3 hours _____	A grade of C or better is required in all Journalism and Mass Communication courses.			
<b>II. Western Civilization</b> (6 upper-division hours, 2 courses). Must be outside the major and in addition to University General Education Core IV	_____			
1. _____ 2. _____	_____			
<b>Computer Literacy Requirement</b> — Students must demonstrate computer proficiency which includes the competent use of a variety of software and networking applications. This requirement may be satisfied by:	_____			
1. A high school computer science course that meets curricular requirement; or	_____			
2. Completion of a college-level course that requires competent use of computing; or	_____			
3. Completion of a university computer proficiency assessment test.	_____			

## 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.

**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 3.80 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; and
- 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.

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 - B006

Year	FIRST SEMESTER	Hours	SECOND SEMESTER	Hours
<b>FRESHMAN</b>	ENGL 1113, Principles of English Composition (Core I)	3	ENGL 1213, Principles of English Composition (Core I), <b>or</b>	3
	HIST 1483, United States 1492-1865, <b>or</b>	3	EXPO 1213, Expository Writing (Core I)	3
	1493, United States 1865-Present (Core IV)	3	JMC 2033, Writing for Mass Media <sup>§</sup> , <b>or</b>	3
	JMC 1013, Intro. to Mass Communication, <b>or</b>	3	Social Science (Core III)	3
	Social Science (Core III)	3	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	
<b>TOTAL CREDIT HOURS</b>		<b>16</b>	<b>TOTAL CREDIT HOURS</b>	
			<b>17</b>	
<b>SOPHOMORE</b>	ECON Major Support Elective	3	ECON Major Support Elective	3
	JMC 3303, Intro. to Advertising, <b>or</b>	3	JMC 3333, Advertising Research, <b>or</b>	3
	Understanding Artistic Forms (Core IV)	3	Understanding Artistic Forms (Core IV)	3
	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
			JMC Elective, upper-division (3000-4000-level)	3
<b>TOTAL CREDIT HOURS</b>		<b>16</b>	<b>TOTAL CREDIT HOURS</b>	
			<b>18</b>	
<b>JUNIOR</b>	JMC 3353, Advertising Copy & Layout	3	JMC 3363, Advertising Media	3
	MKT 3013, Intro. to Marketing	3	JMC Major Elective, upper-division (3000-4000-level)	3
	Western Civilization & Culture (Core IV), <b>or</b>	3	MKT Major Support Elective, upper-division (3000-4000-level)	3
	Humanities, upper-division, outside major (Gen. Ed.)	3	Western Civilization & Culture (Core IV), <b>or</b>	3
	Free Elective, upper-division (3000-4000-level)	3	Humanities, upper-division, outside major (Gen. Ed.)	3
	Free Elective, lower- or upper-division	3	Free Elective, lower- or upper-division	3
JMC Elective, upper-division (3000-4000-level)	3	Free Elective, lower- or upper-division	3	
<b>TOTAL CREDIT HOURS</b>		<b>18</b>	<b>TOTAL CREDIT HOURS</b>	
			<b>18</b>	
<b>SENIOR</b>	JMC 4333, Advertising Problems	3	JMC 4343, Advertising Campaigns (Capstone)	3
	JMC Major Elective, upper-division (3000-4000-level)	3	JMC 4813, Mass Communication Law	3
	Free Elective, lower- or upper-division	3	JMC Major Elective, upper-division (3000-4000-level)	3
	Free Elective, lower- or upper-division	2	Free Elective, lower- or upper-division	3
	Free Elective, upper-division (3000-4000-level)	3	Free Elective, lower- or upper-division	1
	<b>TOTAL CREDIT HOURS</b>		<b>14</b>	<b>TOTAL CREDIT HOURS</b>
			<b>13</b>	

§ 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.