

**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 2011 through Spring 2012**

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 - <b>2.50</b> OU - <b>2.50</b>			
Last 60 Hours - <b>2.50</b>			

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 REQUIREMENTS continued	Hours
<p><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.</p>				
<p style="text-align: center;"><b>University-Wide General Education Requirements (minimum 40 hours)</b></p> <p><b>Core Area I: Symbolic and Oral Communication</b> (9-19 hours, 3-5 courses)                      a: English Composition (6 hours, 2 courses)                      1. English 1113, Principles of English Composition                      2. English 1213, Principles of English Composition, <b>or</b> EXPO 1213, Expository Writing</p> <p>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.)                      1. Beginning Course, 0-5 hours _____                      2. Beginning Course, continued, 0-5 hours _____</p> <p>c: Mathematics (3 hours, 1 course) _____</p> <p><b>Core Area II: Natural Science</b> (7 hours, 2 courses). Courses must be taken from different disciplines. One must include a laboratory.                      1. _____                      2. _____</p> <p><b>Core Area III: Social Science</b> (6 hours, 2 courses)                      1. Political Science 1113, American Federal Government <b>and</b> one additional course:                      2. _____</p> <p><b>Core Area IV: Humanities</b> (12 hours, 4 courses)                      a: Understanding Artistic Forms (3 hours, 1 course) _____                      b: Western Civilization and Culture (6 hours, 2 courses)                      1. History 1483, U.S., 1492-1865, <b>or</b> History 1493, U.S., 1865-Present, <b>and</b> one additional course:                      2. _____ (excluding HIST 1483 and 1493)                      c: Non-Western Culture (3 hours, 1 course) _____</p> <p><b>Senior Capstone Experience</b> (3 hours, 1 course): satisfied by JMC 4343 in major</p>	<p><b>JOURNALISM &amp; MASS COMMUNICATION</b></p> <p>1013 Intro. to Mass Communication 3                      2033 Writing for Mass Media<sup>§</sup> 3                      3303 Introduction to Advertising 3                      3333 Advertising Research 3                      3353 Advertising Copy &amp; Layout 3                      3363 Advertising Media 3                      4333 Contemporary Problems in Advertising 3                      4343 Advertising Campaigns (Capstone) 3                      4813 Mass Communication Law 3</p> <p>Nine elective hours of JMC:                      (Recommended major JMC electives):                      3393 Advanced Copywriting                      3413 Introduction to Public Relations                      3800 Internship                      4223 Interactive Advertising                      4233 Advertising Portfolio                      4243 Strategic Fashion Communication                      4303 International Advertising                      4323 Advertising Account Planning                      4970 Special Topics</p> <p>_____ 3                      _____ 3                      _____ 3</p> <p><sup>§</sup> Satisfies Computer Literacy Requirement.</p>		<p><b>Required Completion of a Minor – 15-21 hours</b> (hours vary due to minor chosen). All Gaylord College students pursuing a baccalaureate major are also required to complete an academic minor of their choice in accordance to University policies.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	15-21
<b>MAJOR SUPPORT REQUIREMENTS</b>				
<p>The courses listed below must be completed in addition to those courses taken to fulfill the General Education and College Requirements.</p> <p>Economics, 2 courses                      _____ 3                      _____ 3</p> <p>Marketing, 2 courses (including 3013; may <b>not</b> include 2013)                      MKT 3013, Principles of Marketing, and                      _____ 3                      _____ 3</p>				
<p style="text-align: center;"><b>Additional Gaylord College of Journalism and Mass Communication Requirements</b></p> <p><b>I. Foreign Language</b> (0-3 hours). One course at the intermediate level or demonstrated competency at that level.                      Intermediate Course, 0-3 hours _____</p> <p><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. _____</p> <p><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; <b>or</b>                      2. Completion of a college-level course that requires competent use of computing; <b>or</b>                      3. Completion of a university computer proficiency assessment test.</p>	<p>Requirements for admission to the Gaylord College of Journalism and Mass Communication are outlined on the back of this page.</p> <p>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.</p> <p>A grade of C or better is required in all Journalism and Mass Communication courses.</p>		<p style="text-align: center;"><b>Free Electives</b></p> <p>Electives to bring total applicable hours to 130 including 48 upper-division hours.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	

## 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> 1493, United States 1865-Present (Core IV)	3	EXPO 1213, Expository Writing (Core I)	3
	JMC 1013, Intro. to Mass Communication, <b>or</b> Social Science (Core III)	3	JMC 2033, Writing for Mass Media <sup>§</sup> , <b>or</b> Social Science (Core III)	3
	Beginning Foreign Language (Core I)	5	MATH (Core I)	3
	Free Elective, lower-division	2	P SC 1113, American Federal Government (Core III)	3
			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> Understanding Artistic Forms (Core IV)	3	JMC 3333, Advertising Research, <b>or</b> 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> Humanities, upper-division, outside major (Gen. Ed.)	3	MKT Major Support Elective, upper-division (3000-4000-level)	3
	Free Elective, upper-division (3000-4000-level)	3	Western Civilization & Culture (Core IV), <b>or</b> 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>

§ 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.