GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION
THE UNIVERSITY OF OKLAHOMA

Requirements for the Bachelor of Arts in Journalism/Master of Arts

General Education and College Requirements

Courses graded S/U or P/NP will not apply.
Courses for fulfillment of General Education and College of Journalism requirements must be from the approved General Education course list.

University-Wide General Education Requirements
(minimum 40 hours)

Core Area I: Symbolic and Oral Communication (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, or EXPO 1213, Expository Writing

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

c: Mathematics (3 hours, 1 course)

Core Area II: Natural Science (7 hours, 2 courses). Courses must be taken from different disciplines. One must include a laboratory.

1. __________________________
   a: Understanding Artistic Forms (3 hours, 1 course)
   b: Western Civilization and Culture (6 hours, 2 courses)
      i. History 1483, U.S., 1492-1865, or History 1493, U.S., 1865-Present, and one additional course:
      ii. History 1483 (excluding HIST 1483 and 1493)
   c: Non-Western Culture (3 hours, 1 course)

Core Area III: Social Science (6 hours, 2 courses)

1. Political Science 1113, American Federal Government and one additional course:

Core Area IV: Humanities (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, or History 1493, U.S., 1865-Present, and one additional course:
   i. History 1483

2. __________________________
3. __________________________

Senior Capstone Experience (3 hours, 1 course): satisfied by JMC 4343 in major

Additional Gaylord College of Journalism and Mass Communication Requirements

I. Foreign Language (0-3 hours). One course at the intermediate level or demonstrated competency at that level).

Intermediate Course, 0-3 hours __________________________

II. Western Civilization (6 upper-division hours, 2 courses). Must be outside the major and in addition to University General Education Core IV

1. __________________________
   a: English Composition (6 hours, 2 courses)
   b: English 1113, Principles of English Composition
   c: Mathematics (3 hours, 1 course)

2. __________________________
   a: Understanding Artistic Forms (3 hours, 1 course)
   b: Western Civilization and Culture (6 hours, 2 courses)
      i. History 1483, U.S., 1492-1865, or History 1493, U.S., 1865-Present, and one additional course:
      ii. History 1483 (excluding HIST 1483 and 1493)
   c: Non-Western Culture (3 hours, 1 course)

II. Western Civilization (6 upper-division hours, 2 courses). Must be outside the major and in addition to University General Education Core IV

Consult with your advisor to plan your course of study.

Major Requirements

JOURNALISM & MASS COMMUNICATION

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>3013 Intro to Media</td>
<td>3</td>
</tr>
<tr>
<td>3033 Media Writing &amp; Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>3303 Introduction to Advertising</td>
<td>3</td>
</tr>
<tr>
<td>3333 Advertising Research</td>
<td>3</td>
</tr>
<tr>
<td>3353 Advertising Copy &amp; Layout</td>
<td>3</td>
</tr>
<tr>
<td>3363 Advertising Media</td>
<td>3</td>
</tr>
<tr>
<td>4333 Contemporary Problems in Advertising</td>
<td>3</td>
</tr>
<tr>
<td>4343 Advertising Campaigns (Capstone)</td>
<td>3</td>
</tr>
<tr>
<td>4813 Media Law</td>
<td>3</td>
</tr>
</tbody>
</table>

Nine elective hours of JMC: (Recommended major JMC electives)

- 3393 Advanced Copywriting
- 3413 Introduction to Public Relations
- 3800 Internship
- 4223 Digital Advertising
- 4233 Advertising Portfolio
- 4243 Strategic Fashion Communication
- 4303 International Advertising
- 4323 Advertising Account Planning

4970 Special Topics

Free Electives:
Electives to bring total applicable hours to 124 including 48 upper-division hours.

Economics, 2 courses
Marketing, 2 courses (including 3013; may not include 2033)

4970 Special Topics

Graduate Requirements (*9 hours shared credit)

Thesis Option
32 hours

Project Option
33 hours

Graduate Core (13 hours):
- JMC 5073 Conceptual Issues
- JMC 5093 Introduction to Research Methods
- JMC 5083 Mass Communication Theory
- JMC 5113 OR 5113 Qualitative or Quantitative Research Methods
- JMC 5091 Thesis/Project Seminar

Electives (15 hours):
- JMC Electives (9 hours; 6 hours shared*)
- Non-JMC Electives (6 hours; 3 hours shared*)
- JMC 5980 Thesis (4 hours)

Required Core (13 hours):
- JMC 5073 Conceptual Issues
- JMC 5093 Introduction to Research Methods
- JMC 5083 Mass Communication Theory
- JMC 5113 OR 5113 Qualitative or Quantitative Research Methods
- JMC 5091 Thesis/Project Seminar

Electives (16 hours):
- JMC Electives (10 hours; 6 hours shared*)
- Non-JMC Electives (6 hours; 3 hours shared*)
- JMC 5880 Project (4 hours)

• Requirements for admission to the Gaylord College of Journalism and Mass Communication are outlined on the back of this page.
• A maximum of 50 hours of Journalism and Mass Communication may be counted in the 124 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.
• A grade of C or better is required in all Journalism and Mass Communication courses.

For Students Entering the Oklahoma State System for Higher Education: Summer 2017 through Spring 2018

Minimum Credit Hours and Grade Point Averages Required

<table>
<thead>
<tr>
<th>Total Hours</th>
<th>Upper-Division Within Total</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>147-148</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>Major Hours</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Upper-Division Within Major</td>
<td>21-30</td>
<td></td>
</tr>
</tbody>
</table>

Grade Point Averages:
Overall & Major: Combined OU/Transfer - 2.50 OU - 2.50 Last 60 Hours - 2.50 Graduate - 3.0

OU encourages students to complete at least 33 hours of applicable coursework each year to have the opportunity to graduate in four years.

Major Support Requirements

The courses listed below must be completed in addition to those courses taken to fulfill the General Education and College Requirements.

Economics, 2 courses
Marketing, 2 courses (including 3013; may not include 2033)

Required Completion of a Minor - 15-21 hours (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 JMC policies.

Combined OU/Transfer - Minimum Credit Hours and Grade Point Averages Required

- Minimum 36 hours
- Minimum 40 hours
- Minimum 48 hours
- Minimum 147-148 hours
- Minimum 48 hours
- Minimum 115 hours
- Minimum 15 hours
- Minimum 3.0
- Minimum 2.50
- Minimum 0.0
- Minimum 2.50
TOTAL HOURS: A Bachelor of Arts in Journalism degree requires 124 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 Media) with a grade of C or better;
- Successful completion of at least 21 hours of coursework 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, Creative Media Production, 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 — BA/MA in Advertising - A006 F610 Q020

<table>
<thead>
<tr>
<th>Year</th>
<th>FIRST SEMESTER</th>
<th>Hours</th>
<th>SECOND SEMESTER</th>
<th>Hours</th>
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<tbody>
<tr>
<td>FRESHMAN</td>
<td>ENGL 1113, Principles of English Composition (Core I)</td>
<td>3</td>
<td>ENGL 1213, Principles of English Composition (Core I), or</td>
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<tr>
<td></td>
<td>HIST 1483, United States 1842-1865, or</td>
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<td>HIST 1483, United States 1865-Present (Core IV)</td>
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<tr>
<td></td>
<td>JMC 1493, United States 1865-Present (Core IV)</td>
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<td>JMC 4333, Advertising Research</td>
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<td>JMC 1013, Intro. to Media</td>
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<td>JMC 1013, Intro. to Media</td>
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<td></td>
<td>Beginning Foreign Language (Core I)</td>
<td>5</td>
<td>Beginning Foreign Language (Core I)</td>
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<tr>
<td></td>
<td>Free Elective, lower-division</td>
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<td>Free Elective, lower-division</td>
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<tr>
<td>TOTAL CREDIT HOURS</td>
<td>16</td>
<td>TOTAL CREDIT HOURS</td>
<td>17</td>
<td></td>
</tr>
</tbody>
</table>

| SOPHOMORE | ENGL 1213, Principles of English Composition (Core I) | 3 | ENGL 1213, Principles of English Composition (Core I) | 3 |
| | JMC 3303, Intro. to Advertising | 3 | JMC 3303, Intro. to Advertising | 3 |
| | Intermediate Foreign Language | 3 | Intermediate Foreign Language | 3 |
| | Natural Science with lab (Core II) | 3 | Natural Science with lab (Core II) | 3 |
| | Western Civilization & Culture (Core IV) | 3 | Western Civilization & Culture (Core IV) | 3 |
| | Free Elective, lower-division | 3 | Free Elective, lower-division | 3 |
| TOTAL CREDIT HOURS | 16 | TOTAL CREDIT HOURS | 18 |

| JUNIOR | JMC 3353, Advertising Copy & Layout | 3 | JMC 3353, Advertising Copy & Layout | 3 |
| | JMC 3013, Intro. to Marketing | 3 | JMC 3013, Intro. to Marketing | 3 |
| | Western Civilization & Culture (Core IV), or | 3 | Western Civilization & Culture (Core IV), or | 3 |
| | Upper-division outside major (Gen. Ed.) | 6 | Upper-division outside major (Gen. Ed.) | 6 |
| | Free Elective, upper-division (3000-4000 level) | 3 | Free Elective, upper-division (3000-4000 level) | 3 |
| | JMC Elective, upper-division (3000-4000 level) | 3 | JMC Elective, upper-division (3000-4000 level) | 3 |
| TOTAL CREDIT HOURS | 18 | TOTAL CREDIT HOURS | 18 |

| SENIOR | JMC 4333, Advertising Problems | 3 | JMC 4333, Advertising Problems | 3 |
| | Shared Graduate Credit +5000 (BA+MA degree credit) | 3 | Shared Graduate Credit +5000 (BA+MA degree credit) | 3 |
| | Shared Graduate Credit +5000 (Non JMC Course) (BA+MA degree credit) | 3 | Shared Graduate Credit +5000 (Non JMC Course) (BA+MA degree credit) | 3 |
| | JMC 4813, Media Law | 3 | JMC 4813, Media Law | 3 |
| | JMC 5073, Conceptual Issues (MA degree credit) | 3 | JMC 5073, Conceptual Issues (MA degree credit) | 3 |
| | JMC 5091 Thesis/Project Seminar (MA degree credit) | 3 | JMC 5091 Thesis/Project Seminar (MA degree credit) | 3 |
| TOTAL CREDIT HOURS | 15 | TOTAL CREDIT HOURS | 13 |

Students are eligible for graduate status upon graduation with the BA in Journalism.

**FIFTH YEAR**

| Thesis: JMC 5093 Research Methods | 3 | Thesis: JMC 5113 Qualitative Research | 3 |
| JMC 5000 Elective (IMC) | 3 | JMC 5000 Elective (IMC) OR | 3 |
| 5000 level elective (Non JMC) | 3 | 5000 level elective (Non JMC) | 3 |
| JMC 5001 Professional Practices | 3 | JMC 5001 Professional Practices | 3 |
| JMC 5001 Professional Practices | 3 | JMC 5001 Professional Practices | 3 |
| JMC 5001 Professional Practices | 3 | JMC 5001 Professional Practices | 3 |
| JMC 5000 Elective (JMC) | 4 | JMC 5000 Elective (JMC) | 4 |
| JMC 5000 Elective (JMC) | 4 | JMC 5000 Elective (JMC) | 4 |

TOTAL CREDIT HOURS

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.