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

**Gaylord College of Journalism and Mass Communication**

**The University of Oklahoma**

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**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)

1. English 1113, Principles of English Composition
2. English 1213, Principles of English Composition, or EXPO 1211, Expository Writing
3. 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.)

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

1. __________________________
2. __________________________

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

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

### Core Area IV: Humanities** (12 hours, 4 courses)

1. Understanding Artistic Forms (3 hours, 1 course) __________________________
2. 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:
   2. __________________________ (excluding HIST 1483 and 1493)
3. Non-Western Culture (3 hours, 1 course) __________________________

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

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**Major Requirements**

**JOURNALISM & MASS COMMUNICATION**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1013 Intro. to Media</td>
<td>3</td>
</tr>
<tr>
<td>2033 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 2013)
- MKT 3013, Principles of Marketing, and 3

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**Graduate Requirements**

**Thesis Option**

- 32 hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
</table>
| Required Core (13 hours):
  - JMC 5073 Conceptual Issues
  - JMC 5093 Introduction to Research Methods
  - JMC 5083 Mass Communication Theory
  - 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) |

**Project Option**

- 33 hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
</table>
| Required Core (13 hours):
  - JMC 5073 Conceptual Issues
  - JMC 5093 Introduction to Research Methods
  - JMC 5083 Mass Communication Theory
  - JMC 5011 Professional Practices (three 1-hour courses)
  - 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) |

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**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. __________________________ 2. __________________________

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- 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.
**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:**

- Students may not repeat coursework that received a grade of “F” unless permission of the department.

**APPLICATION FOR GRADUATION:**

- Students must have completed 97 credit hours to be admitted to the program.

**INFORMATION CONCERNING GENERAL RULES, REGULATIONS AND MINIMUM REQUIREMENTS**

**TOTAL CREDIT HOURS**

**FIRST SEMESTER**

<table>
<thead>
<tr>
<th>Year</th>
<th>ENGL 1113, Principles of English Composition (Core I)</th>
<th>3</th>
<th>ENGL 1213, Principles of English Composition (Core I), or</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRESHMAN</td>
<td>HIST 1483, United States 1492-1865, or</td>
<td>3</td>
<td>EXPO 1213, Expository Writing (Core I)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>JMC 1013, Intro. to Media</td>
<td>3</td>
<td>JMC 2033, Media Writing &amp; Storytelling</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Beginning Foreign Language (Core I)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Free Elective, lower-division</td>
<td>5</td>
<td>PSC 1113, American Federal Government (Core III)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Beginning Foreign Language continued (Core I)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>TOTAL CREDIT HOURS</td>
<td>16</td>
<td>TOTAL CREDIT HOURS</td>
<td>17</td>
</tr>
</tbody>
</table>

**SECOND SEMESTER**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Credit Hours</th>
<th>16</th>
<th>Total Credit Hours</th>
<th>18</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRESHMAN</td>
<td>JMC 3303, Intro. to Advertising</td>
<td>3</td>
<td>JMC 3363, Advertising Media</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Intermediate Foreign Language</td>
<td>3</td>
<td>JMC Major Elective, upper-division (3000-4000 level)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Natural Science with lab (Core II)</td>
<td>3</td>
<td>MKT Major Support Elective, upper-division (3000-4000 level)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Western Civilization &amp; Culture (Core IV)</td>
<td>3</td>
<td>Western Civilization &amp; Culture (Core IV), or</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Free Elective, upper-division (3000-4000 level)</td>
<td>6</td>
<td>Upper-division outside major (Gen. Ed.)</td>
<td>3</td>
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<tr>
<td></td>
<td>JMC Elective, upper-division (3000-4000 level)</td>
<td>3</td>
<td>Understanding Artistic Forms (Core IV)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>TOTAL CREDIT HOURS</td>
<td>18</td>
<td>TOTAL CREDIT HOURS</td>
<td>18</td>
</tr>
</tbody>
</table>

**SUGGESTED SEMESTER PLAN OF STUDY — BA/MA IN ADVERTISING - A006 F610 Q020**

**Apply for Admission to the Accelerated BA/MA program.** Students must be a current undergraduate student at Gaylord College, have a minimum GPA of 3.5 overall, and must have completed 60 credits to be eligible to apply. Students may only apply for the area of the program in which they have a major. For more information, please visit wwwOU.edu/gaylord.

**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 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.

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.

### Yearly Courses

#### Freshman Year

- **First Semester:**
  - ENGL 1113, Principles of English Composition (Core I)
  - HIST 1483, United States 1492-1865 or
  - JMC 1013, Intro. to Media
  - Beginning Foreign Language (Core I)
  - Free Elective, lower-division

- **Second Semester:**
  - ENGL 1213, Principles of English Composition (Core I), or
  - EXPO 1213, Expository Writing (Core I)
  - JMC 2033, Media Writing & Storytelling
  - PSC 1113, American Federal Government (Core III)

- **Total Credit Hours:** 16

#### Sophomore Year

- **First Semester:**
  - JMC 3303, Intro. to Advertising
  - Intermediate Foreign Language
  - Natural Science with lab (Core II)
  - Western Civilization & Culture (Core IV)
  - Free Elective, upper-division (3000-4000 level)
  - JMC Elective, upper-division (3000-4000 level)

- **Second Semester:**
  - JMC 3363, Advertising Media
  - JMC Major Elective, upper-division (3000-4000 level)
  - MKT Major Support Elective, upper-division (3000-4000 level)
  - Western Civilization & Culture (Core IV), or
  - Upper-division outside major (Gen. Ed.)

- **Total Credit Hours:** 18

### Junior Year

- **First Semester:**
  - JMC 4333, Advertising Problems

- **Second Semester:**
  - Shared Graduate Credit +5000 (BA+MA degree credit)

### Senior Year

- **First Semester:**
  - JMC 4813, Media Law

- **Second Semester:**
  - JMC 5063/5083 Readings/Theory (MA degree credit)
  - JMC 5091 Thesis/Project Seminar (MA degree credit)

### Fifth Year

- **Thesis:**
  - JMC 5093 Research Methods
  - JMC 5000 Elective (JMC)
  - 5000 level elective (Non JMC)

- **Project:**
  - JMC 5113 Qualitative Research Methods OR
  - JMC 5133 Quantitative Research Methods
  - JMC 5001 Professional Practices

### Total Credit Hours

- Freshman: 16
- Sophomore: 18
- Junior: 18
- Senior: 15
- Fifth Year: 7 thesis/9 project

**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.**