

REQUIREMENTS FOR THE BACHELOR OF ARTS IN JOURNALISM/MASTER OF ARTS
GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION
 THE UNIVERSITY OF OKLAHOMA

For Students Entering the Oklahoma State System for Higher Education:
Summer 2018 through Spring 2019

Minimum Credit Hours and Grade Point Averages Required			
Total Hours —	147-148	Upper-Division Within Total	48
Major Hours —	36	Upper-Division Within Major	21-30
Grade Point Averages:			
Overall & Major: Combined OU/Transfer - 2.50 OU - 2.50			
Last 60 Hours - 2.50 Graduate - 3.0			

BA (Journalism)/MA Accelerated Program

Advertising
A006 F610 Q020

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 Courses graded S/U or P/NP will not apply.	MAJOR REQUIREMENTS	Hours	MAJOR REQUIREMENTS continued	Hours
Courses for fulfillment of General Education and College of Journalism requirements must be from the approved General Education course list.	JOURNALISM & MASS COMMUNICATION		<u>Required Completion of a Minor – 15-21 hours</u> (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.	15-21
University-Wide General Education Requirements (minimum 40 hours)	1013 Intro. to Media	3		
Core Area I: Symbolic and Oral Communication (9-19 hours, 3-5 courses)	2033 Media Writing & Storytelling	3		
a: English Composition (6 hours, 2 courses)	3303 Introduction to Advertising	3		
1. English 1113, Principles of English Composition	3333 Advertising Research	3		
2. English 1213, Principles of English Composition, or EXPO 1213, Expository Writing	3353 Advertising Copy & Layout	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.)	3363 Advertising Media	3		
1. Beginning Course, 0-5 hours _____	4333 Contemporary Problems in Advertising	3		
2. Beginning Course, continued, 0-5 hours _____	4343 Advertising Campaigns (Capstone)	3		
c: Mathematics (3 hours, 1 course) _____	4813 Media Law	3		
Core Area II: Natural Science (7 hours, 2 courses). Courses must be taken from different disciplines. One must include a laboratory.	Nine elective hours of JMC: (Recommended major JMC electives):			
1. _____	3393 Advanced Copywriting			
2. _____	3413 Introduction to Public Relations			
Core Area III: Social Science (6 hours, 2 courses)	3800 Internship			
1. Political Science 1113, American Federal Government and one additional course:	4223 Digital Advertising			
2. _____	4233 Advertising Portfolio			
Core Area IV: Humanities (12 hours, 4 courses)	4243 Strategic Fashion Communication			
a: Understanding Artistic Forms (3 hours, 1 course) _____	4303 International Advertising			
b: Western Civilization and Culture (6 hours, 2 courses)	4323 Advertising Account Planning			
1. History 1483, U.S., 1492-1865, or History 1493, U.S., 1865-Present, and one additional course:	4970 Special Topics			
2. _____ (excluding HIST 1483 and 1493)				
c: Non-Western Culture (3 hours, 1 course) _____				
Senior Capstone Experience (3 hours, 1 course): satisfied by JMC 4343 in major	Free Electives		MAJOR SUPPORT REQUIREMENTS	
	Electives to bring total applicable hours to 124 including 48 upper-division hours.		The courses listed below must be completed in addition to those courses taken to fulfill the General Education and College Requirements.	
	_____	3	Economics, 2 courses	
	_____	3	_____	3
	_____	3	Marketing, 2 courses (including 3013; may not include 2013)	
	_____		MKT 3013, Principles of Marketing, and	3
	_____		_____	3
	GRADUATE REQUIREMENTS (*9 hours shared credit)			
	Thesis Option 32 hours		Project Option 33 hours	
Additional Gaylord College of Journalism and Mass Communication Requirements	Required Core (13 hours): JMC 5073 Conceptual Issues JMC 5093 Introduction to Research Methods JMC 5083 Mass Communication Theory JMC 5113 OR 5133 Qualitative or Quantitative Research Methods JMC 5091 Thesis/Project Seminar		Required Core (13 hours): JMC 5073 Conceptual Issues JMC 5093 Introduction to Research Methods JMC 5063 Readings in Mass Communication JMC 5001 Professional Practices (three 1-hour courses) JMC 5091 Thesis/Project Seminar	
I. Foreign Language (0-3 hours). One course at the intermediate level or demonstrated competency at that level.	Electives (15 hours): JMC Electives (9 hours; 6 hours shared*) Non-JMC Electives (6 hours; 3 hours shared*)		Electives (16 hours): JMC Electives (10 hours; 6 hours shared*) Non-JMC Electives (6 hours; 3 hours shared*)	
Intermediate Course, 0-3 hours _____	JMC 5980 Thesis (4 hours)		JMC 5880 Project (4 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. _____				

- 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.

INFORMATION CONCERNING GENERAL RULES, REGULATIONS AND MINIMUM REQUIREMENTS

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 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, 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

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 1493, United States 1865-Present (Core IV)	3	EXPO 1213, Expository Writing (Core I)	
	JMC 1013, Intro. to Media	3	JMC 2033, Media Writing & Storytelling	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
	TOTAL CREDIT HOURS	16	TOTAL CREDIT HOURS	17
SOPHOMORE	ECON Major Support Elective	3	ECON Major Support Elective	3
	JMC 3303, Intro. to Advertising	3	JMC 3333, Advertising Research	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	Social Science (Core III)	3
			JMC Elective, upper-division (3000-4000-level)	3
	TOTAL CREDIT HOURS	16	TOTAL CREDIT HOURS	18
Apply for Admission to the Accelerated BA/MA program. Student 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. Student may only apply for the area of the program in which they currently major. For more information, please visit www.ou.edu/gaylord .				
JUNIOR	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)	6
	Western Civilization & Culture (Core IV), or Upper-division outside major (Gen. Ed.)	3	MKT Major Support Elective, upper-division (3000-4000-level)	3
	Free Elective, upper-division (3000-4000-level)	6	Western Civilization & Culture (Core IV), or Upper-division outside major (Gen. Ed.)	3
	JMC Elective, upper-division (3000-4000-level)	3	Understanding Artistic Forms (Core IV)	3
	TOTAL CREDIT HOURS	18	TOTAL CREDIT HOURS	18
Student must have completed 97 credit hours to be admitted to the program.				
SENIOR	JMC 4333, Advertising Problems	3	JMC 4343, Advertising Campaigns (Capstone)	3
	Shared Graduate Credit +5000 (BA+MA degree credit)	3	JMC Major Elective, upper-division (3000-4000-level)	3
	Shared Graduate Credit +5000 (BA+MA degree credit)	3	Shared Graduate Credit +5000 (Non JMC Course) (BA+MA degree credit)	3
	JMC 5073, Conceptual Issues (MA degree credit)	3	JMC 5063/5083 Readings/Theory (MA degree credit)	3
	JMC 4813, Media Law	3	JMC 5091 Thesis/Project Seminar (MA degree credit)	1
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	13
Students are eligible for graduate status upon graduation with the BA in Journalism.				
FIFTH YEAR	<i>Thesis:</i> JMC 5093 Research Methods	3	<i>Project:</i> JMC 5113 Qualitative Research	3
	JMC 5000 Elective (JMC)	3	JMC 5880 Project Hours	4
	5000 level elective (Non JMC)	3	JMC 5000 Elective (JMC) OR 5000 level elective (Non JMC)	3
	JMC 5001 Professional Practices	1	JMC 5133 Quantitative Research Methods	1
	JMC 5001 Professional Practices	1	JMC 5980 Thesis	4
	TOTAL CREDIT HOURS	9 thesis/ 8 project	TOTAL CREDIT HOURS	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.				