

ADVERTISING, BACHELOR OF ARTS IN JOURNALISM/JOURNALISM AND MASS COMMUNICATION, MASTER OF ARTS

Minimum Total Credit Hours: 147-148

Major Hours: 36

Minimum Upper-Division Hours: 48

Upper-Division Hours Within Major: 21-30

Overall GPA - Combined and OU: 2.50

Major GPA - Combined and OU: 2.50

Graduate GPA - Combined and OU: 3.00

Last 60 Hours GPA: 2.50

Program Code: A006/F610 Q020

Requirements for Full Admission to the Gaylord 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.

- 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.

Major Requirements

Code	Title	Credit Hours
Required Courses		
JMC 1013	Introduction to Media	3
JMC 2033	Media Writing & Storytelling	3
JMC 3303	Introduction to Advertising	3

JMC 3333	Advertising Research	3
JMC 3353	Advertising Copy and Layout	3
JMC 3363	Advertising Media	3
JMC 4333	Contemporary Problems in Advertising	3
JMC 4343	Advertising Campaigns (Capstone)	3
JMC 4813	Media Law	3
Electives		
Choose 9 elective hours of JMC (p. 1)		9
Total Credit Hours		36

Required Minor

All Gaylord College students pursuing a baccalaureate major are also required to complete an academic minor of their choice in accordance to JMC policies.

Code	Title	Credit Hours
Choose a minor ¹		15-21
Total Credit Hours		15-21

¹ Required Completion of a Minor – 15-21 hours (hours vary due to minor chosen).

Major Support Requirements

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

Code	Title	Credit Hours
Choose two economics courses		6
MKT 3013	Principles of Marketing	3
Choose one additional marketing course ¹		3
Total Credit Hours		12

¹ May not include MKT 2013.

recommended jmc electives

Code	Title	Credit Hours
JMC 3393	Advanced Copywriting	3
JMC 3413	Introduction to Public Relations	3
JMC 3800	Internship	2-3
JMC 4223	Digital Advertising	3
JMC 4243	Strategic Fashion Communication	3
JMC 4303	International Advertising	3
JMC 4323	Advertising Account Planning	3
JMC 4970	Special Topics	1-3

Graduate Requirements ¹

Thesis Option

Code	Title	Credit Hours
Required Core		
JMC 5073	Conceptual Issues in Graduate Study in Journalism and Mass Comm	3

JMC 5093	Introduction to Research Methods in Mass Communication	3
JMC 5083	Mass Communication Theory	3
JMC 5113	Qualitative Research Methods	3
or JMC 5133	Quantitative Research Methods	
JMC 5091	Thesis/Project Seminar	1
Electives		
Choose 9 hours of JMC Electives (6 hours shared) ¹		9
Choose 6 hours of Non-JMC Electives (3 hours shared) ¹		6
Thesis		
JMC 5980	Research for Master's Thesis	4
Total Credit Hours		32

¹ 9 hours shared credit.

Project Option

Code	Title	Credit Hours
Required Core		
JMC 5073	Conceptual Issues in Graduate Study in Journalism and Mass Comm	3
JMC 5093	Introduction to Research Methods in Mass Communication	3
JMC 5063	Readings in Mass Communication	3
Choose 3 credits in the following:		3
JMC 5001	Professional Practices	
JMC 5091	Thesis/Project Seminar	1
Electives		
Choose 10 hours of JMC Electives (6 hours shared) ¹		10
Choose 6 hours of Non-JMC Electives (3 hours shared) ¹		6
Project		
JMC 5880	Graduate Project	4
Total Credit Hours		33

¹ 9 hours shared credit.

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)

Code	Title	Credit Hours
Core Area I: Symbolic and Oral Communication		
<i>English Composition</i>		
ENGL 1113	Principles of English Composition	3
ENGL 1213	Principles of English Composition	3
or EXPO 1213	Expository Writing	
<i>Foreign Language</i>		

(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)

Beginning Course	0-5	
Beginning Course, continued	0-5	
<i>Mathematics</i>		
Choose one course	3	
Core Area II: Natural Science		
Choose two courses from different disciplines; one must include a laboratory	7	
Core Area III: Social Science		
P SC 1113 American Federal Government	3	
Choose one course	3	
Core Area IV: Humanities		
<i>Understanding Artistic Forms</i>		
Choose one course	3	
<i>Western Civilization and Culture</i>		
HIST 1483 United States, 1492 to 1865	3	
or HIST 1493 United States, 1865 to the Present		
Choose one course ¹	3	
<i>Non-Western Culture</i>		
Choose one course	3	
Core Area V: Senior Capstone Experience		
The capstone is satisfied within the major requirements.	0	
Total Credit Hours		34-44

¹ Excluding HIST 1483 and HIST 1493.

Additional Gaylord College of Journalism and Mass Communication Requirements

Code	Title	Credit Hours
Foreign Language		
Choose one course at the intermediate level or demonstrated competency at that level		0-3
Western Civilization		
Choose 2 upper-division courses outside the major and in addition to University General Education Core IV		6
Total Credit Hours		6-9

Free Electives

Electives to bring total applicable hours to the minimum total required for the degree including 48 upper-division hours.

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.

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Suggested Semester Plan of Study

- **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.
- **Student must have completed 97 credit hours to be admitted to the program.**
- **Students are eligible for graduate status upon graduation with the BA in Journalism.**

Course	Title	Credit Hours
Freshman		
First Semester		
ENGL 1113	Principles of English Composition (Core I)	3
HIST 1483 or HIST 1493	United States, 1492 to 1865 (Core IV) or United States, 1865 to the Present	3
JMC 1013	Introduction to Media	3
Beginning Foreign Language (Core I)		5
Free Elective, lower-division		2
Credit Hours		16
Second Semester		
ENGL 1213 or EXPO 1213	Principles of English Composition (Core I) or Expository Writing	3
JMC 2033	Media Writing & Storytelling	3
MATH (Core I)		3
P SC 1113	American Federal Government (Core III)	3
Beginning Foreign Language continued (Core I)		5
Credit Hours		17
Sophomore		
First Semester		
ECON Major Support Elective		3
JMC 3303	Introduction to Advertising	3
Intermediate Foreign Language		3
Natural Science with lab (Core II)		4
Western Civilization & Culture (Core IV)		3
Credit Hours		16
Second Semester		
ECON Major Support Elective		3
JMC 3333	Advertising Research	3
Natural Science without lab (Core II)		3
Non-Western Culture (Core IV)		3
Social Science (Core III)		3
JMC Elective, upper-division (3000-4000-level)		3
Credit Hours		18

Junior**First Semester**

JMC 3353	Advertising Copy and Layout	3
MKT 3013	Principles of Marketing	3
Choose one of the following:		3
Western Civilization & Culture (Core IV)		
Upper-division outside major (Gen. Ed.)		
Free Electives, upper-division (3000-4000-level)		6
JMC Elective, upper-division (3000-4000-level)		3
Credit Hours		18

Second Semester

JMC 3363	Advertising Media	3
JMC Major Elective, upper-division (3000-4000-level)		6
JMC Major Support Elective, upper-division (3000-4000-level)		3
Choose one of the following:		3
Western Civilization & Culture (Core IV)		
Upper-division outside major (Gen. Ed.)		
Understanding Artistic Forms (Core IV)		3
Credit Hours		18

Senior**First Semester**

JMC 4333	Contemporary Problems in Advertising	3
Shared Graduate Credit +5000 (BA+MA degree credit)		3
Shared Graduate Credit +5000 (BA+MA degree credit)		3
JMC 5073	Conceptual Issues in Graduate Study in Journalism and Mass Comm (MA degree credit)	3
JMC 4813	Media Law	3
Credit Hours		15

Second Semester

JMC 4343	Advertising Campaigns (Capstone)	3
JMC Major Elective, upper-division (3000-4000-level)		3
Shared Graduate Credit +5000 (Non JMC Course) (BA+MA degree credit)		3
JMC 5063	Readings in Mass Communication (MA degree credit)	3
or JMC 5083	or Mass Communication Theory	
JMC 5091	Thesis/Project Seminar (MA degree credit)	1
Credit Hours		13

Fifth Year**First Semester**

Choose one of the following:		8-9
Thesis (p. 4)		
Project (p. 4)		
Credit Hours		8-9

Second Semester

Choose one of the following:		7-9
Thesis (p. 4)		
Project (p. 4)		
Credit Hours		7-9

Total Credit Hours		147-148
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Thesis Option

Course	Title	Credit Hours
Fifth Year		
First Semester		
JMC 5093	Introduction to Research Methods in Mass Communication	3
JMC 5000 Elective (JMC)		3
5000 level elective (Non JMC)		3
Credit Hours		9
Second Semester		
JMC 5113	Qualitative Research Methods	3
or JMC 5133	or Quantitative Research Methods	
JMC 5980	Research for Master's Thesis	4
Credit Hours		7
Total Credit Hours		16

Project Option

Course	Title	Credit Hours
Fifth Year		
First Semester		
JMC 5093	Introduction to Research Methods in Mass Communication	3
Choose one of the following:		3
JMC 5000 Elective (JMC)		
5000 level elective (Non JMC)		
JMC 5001	Professional Practices	1
JMC 5001	Professional Practices	1
Credit Hours		8
Second Semester		
JMC 5880	Graduate Project	4
Choose one of the following:		3
JMC 5000 Elective (JMC)		
5000 level elective (Non JMC)		
JMC 5001	Professional Practices	1
JMC 5000 Elective (JMC)		1
Credit Hours		9
Total Credit Hours		17

- 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.