

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

Academic Year
For Students Entering the Oklahoma State System for Higher Education Summer 2026 through Spring 2027

General Requirements	
Minimum Total Credit Hours .....	143-144
Minimum Upper-Division Hours .....	48
Major Hours .....	39
Upper-Division Hours within Major .....	21-30
<b>Minimum Retention/Graduation Grade Point Averages:</b>	
Overall - Combined and OU .....	3.00
Major - Combined and OU .....	3.00
Last 60 hours .....	3.00

Program
<b>Journalism: Advertising/Journalism and Mass Communication</b>
<b>A006/F610 Q020</b>
Bachelor of Science/Master of Arts

OU encourages students to complete at least 29 hours of applicable coursework each year to have the opportunity to graduate in 5 years.

**GENERAL EDUCATION AND COLLEGE REQUIREMENTS**

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

**MINIMUM OF 40 HOURS REQUIRED FOR UNIVERSITY-WIDE GENERAL EDUCATION**

Code	Title	Credit Hours
<b>Core Area I: Symbolic and Oral Communication</b>		
<i>English Composition</i>		
ENGL 1113	Principles of English Composition	3
ENGL 1213	Principles of English Composition	3
or EXPO 1213	Expository Writing	
<i>Language</i>		
(0-10 hours, 2 courses in the same language) May be met by successful completion of 2 years of the same language in high school (additional language requirement – see below)		
	Beginning Course	0-5
	Beginning Course, continued	0-5
<i>Mathematics</i>		
	Choose one course	3
<b>Core Area II: Natural Science</b>		
	Choose two courses from different disciplines; one must include a laboratory	7
<b>Core Area III: Social Science</b>		
P SC 1113	American Federal Government	3
	Choose one course	3
<b>Core Area IV: Arts and Humanities</b>		
<i>Artistic Forms</i>		
	Choose one course	3
<i>Western Culture</i>		
HIST 1483	United States to 1865	3
or HIST 1493	United States, 1865 to the Present	
	Choose one course (excluding HIST 1483 and HIST 1493)	3
<i>World Culture</i>		
	Choose one course	3
<b>Core Area V: First-Year Experience</b>		
	Choose one course	3
<b>Total Credit Hours</b>		<b>37-47</b>

**ADDITIONAL GAYLORD COLLEGE REQUIREMENTS**

Code	Title	Credit Hours
<b>Western Culture</b>		
	Choose one upper-division course outside the major and in addition to University General Education Core IV	3
<b>Language or Humanities</b>		
	Choose one from:	0-3
	a language course at the intermediate level or demonstrated competency at that level	
	Upper-division (3000-4000) level Humanities course must be from Artistic Forms, Western Civilization & Culture, or World Culture	
<b>Total Credit Hours</b>		<b>3-6</b>

**FREE ELECTIVES**

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

**MAJOR REQUIREMENTS**

A maximum of 50 hours of Journalism and Mass Communication may be counted in the 120 hours required for graduation. No student will be awarded a BS in Journalism degree without completing at least 80 semester credit hours outside the College.

A grade of C or better is required in all Journalism and Mass Communication courses.

Code	Title	Credit Hours
<b>Required Courses</b>		
JMC 1013	Introduction to Media	3
JMC 2033	Media Writing & Storytelling	3
JMC 3303	Introduction to Advertising	3
JMC 3333	Advertising Research	3
JMC 3343	Advertising Design & Visual Storytelling	3
JMC 3353	Advertising Storytelling	3
JMC 3363	Advertising Media	3
JMC 4333	Contemporary Problems in Advertising	3
JMC 4343	Advertising Campaigns	3
JMC 4813	Media Law	3
<b>Electives</b>		
	Choose 9 elective hours of JMC	9
<b>Total Credit Hours</b>		<b>39</b>

**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 <sup>1</sup>	15-21
<b>Total Credit Hours</b>		<b>15-21</b>

<sup>1</sup> 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
ECON 1113	Principles of Economics-Macro	3
or ECON 1123	Principles of Economics-Micro	
MKT 3013	Principles of Marketing	3
	Choose one additional marketing course <sup>1</sup>	3
<b>Total Credit Hours</b>		<b>9</b>

<sup>1</sup> May not include MKT 2013.

**RECOMMENDED JMC ELECTIVES**

Code	Title	Credit Hours
JMC 3393	Intermediate Copywriting	3
JMC 3413	Public Relations Principles, Origins & Practice	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 <sup>1</sup>****THESIS OPTION**

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
<b>Required Core</b>		
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
<b>Electives</b>		
Choose 9 hours of JMC Electives (6 hours shared) <sup>1</sup>		9
Choose 6 hours of Non-JMC Electives (3 hours shared) <sup>1</sup>		6
<b>Thesis</b>		
JMC 5980	Research for Master's Thesis	4
<b>Total Credit Hours</b>		<b>32</b>

<sup>1</sup> 9 hours shared credit.

**PROJECT OPTION**

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
<b>Required Core</b>		
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
<b>Electives</b>		
Choose 10 hours of JMC Electives (6 hours shared) <sup>1</sup>		10
Choose 6 hours of Non-JMC Electives (3 hours shared) <sup>1</sup>		6
<b>Project</b>		
JMC 5880	Graduate Project	4
<b>Total Credit Hours</b>		<b>33</b>

<sup>1</sup> 9 hours shared credit.

More information in the catalog: (<http://ou-public.courseleaf.com/gaylord-journalism-mass-communication/advertising-bachelor-science-journalism-mass-communication-master-arts/>).

## INFORMATION CONCERNING GENERAL RULES, REGULATIONS AND MINIMUM REQUIREMENTS

Information regarding Total Hours; Hours by Examination, Correspondence Study and/or Extension; Repeat of Failed Coursework; and Requirements for Full Admission to the Gaylord College of Journalism and Mass Communication can be found in the catalog under Gaylord College of Journalism and Mass Communication: Undergraduate Study.

**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.

**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.

**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.

## SUGGESTED SEMESTER PLAN OF STUDY

- **Apply for Admission to the Accelerated BS/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](http://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 BS in Journalism.**
- This plan of study should not be used in lieu of academic advisement.

Year	FIRST SEMESTER		Hours	SECOND SEMESTER		Hours
FRESHMAN	ENGL 1113	Principles of English Composition ( Core I )	3	ENGL 1213 or EXPO 1213	Principles of English Composition ( Core I ) or Expository Writing	3
	HIST 1483 or HIST 1493	United States to 1865 ( Core IV ) or United States, 1865 to the Present	3	JMC 2033	Media Writing & Storytelling	3
	JMC 1013	Introduction to Media	3		MATH (Core I)	3
		Beginning Language (Core I)	5	P SC 1113	American Federal Government ( Core III )	3
		First-Year Experience (Core V)	3		Beginning Language continued (Core I)	5
	<b>CREDIT HOURS</b>		<b>17</b>	<b>CREDIT HOURS</b>		<b>17</b>
SOPHOMORE	ECON 1113 or ECON 1123	Principles of Economics-Macro or Principles of Economics-Micro	3	JMC 3333	Advertising Research	3
	JMC 3303	Introduction to Advertising	3	JMC 3343	Advertising Design & Visual Storytelling	3
		Natural Science with lab (Core II)	4		Natural Science without lab (Core II)	3
		Artistic Forms (Core IV)	3		Social Science (Core III)	3
		Choose one of the following: Intermediate Language	3		Free Elective, upper-division (3000-4000-level)	3
		Upper-Division Humanities (Core IV) -Artistic Forms, Western Civilization &. Culture, or World Culture Free Elective, lower- or upper-division				
	<b>CREDIT HOURS</b>		<b>16</b>	<b>CREDIT HOURS</b>		<b>15</b>
JUNIOR	JMC 3353	Advertising Storytelling	3	JMC 3363	Advertising Media	3
	MKT 3013	Principles of Marketing	3		JMC Major Elective, upper-division (3000-4000-level)	6
		Western Culture (Core IV)	3		MKT Major Support Elective, upper-division (3000-4000-level)	3
		JMC Major Elective, upper-division (3000-4000-level)	3		Upper-division Western Culture outside major (Gen. Ed.)	3
		World Culture (Core IV)	3			
	<b>CREDIT HOURS</b>		<b>15</b>	<b>CREDIT HOURS</b>		<b>15</b>
SENIOR	JMC 4333	Contemporary Problems in Advertising	3	JMC 4343	Advertising Campaigns	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 in Graduate Study in Journalism and Mass Comm ( MA degree credit )	3	JMC 5063 or JMC 5083	Readings in Mass Communication ( MA degree credit ) or Mass Communication Theory	3
	JMC 4813	Media Law	3	JMC 5091	Thesis/Project Seminar ( MA degree credit )	1
				Free elective, lower or upper-division	4	
	<b>CREDIT HOURS</b>		<b>15</b>	<b>CREDIT HOURS</b>		<b>17</b>
FIFTH YEAR		Choose one of the following: Thesis Project	8-9		Choose one of the following: Thesis Project	7-9
		<b>CREDIT HOURS</b>		<b>9-8</b>	<b>CREDIT HOURS</b>	
FIFTH YEAR		Thesis Option			Thesis Option	
	JMC 5093	Introduction to Research Methods in Mass Communication	3	JMC 5113 or JMC 5133	Qualitative Research Methods or Quantitative Research Methods	3
		JMC 5000 Elective (JMC) 5000 level elective (Non JMC)	3 3	JMC 5980	Research for Master's Thesis	4
		<b>CREDIT HOURS</b>		<b>9</b>	<b>CREDIT HOURS</b>	
FIFTH YEAR		Project Option			Project Option	
	JMC 5093	Introduction to Research Methods in Mass Communication	3	JMC 5880	Graduate Project	4
		Choose one of the following: JMC 5000 Elective (JMC) 5000 level elective (Non JMC)	3  3		Choose one of the following: JMC 5000 Elective (JMC) 5000 level elective (Non JMC)	3  3
	JMC 5001	Professional Practices	1	JMC 5001	Professional Practices	1
	JMC 5001	Professional Practices	1		JMC 5000 Elective (JMC)	1
		<b>CREDIT HOURS</b>		<b>8</b>	<b>CREDIT HOURS</b>	

## THESIS OPTION

### Fifth Year

#### First Semester

	Credit Hours	
Thesis Option		
JMC 5093	Introduction to Research Methods in Mass Communication	3
JMC 5000 Elective (JMC)		3
5000 level elective (Non JMC)		3
<b>Credit Hours</b>		<b>9</b>

#### Second Semester

Thesis Option		
JMC 5113 or JMC 5133	Qualitative Research Methods or Quantitative Research Methods	3
JMC 5980	Research for Master's Thesis	4
<b>Credit Hours</b>		<b>7</b>
<b>Total Credit Hours</b>		<b>16</b>

**PROJECT OPTION**

<b>Fifth Year</b>		<b>Credit Hours</b>
<b>First Semester</b>		
Project Option		
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
	<b>Credit Hours</b>	<b>8</b>
<b>Second Semester</b>		
Project Option		
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
	<b>Credit Hours</b>	<b>9</b>
	<b>Total Credit Hours</b>	<b>17</b>