SCHOOL OF MEDIA AND JOURNALISM—BA (120 Hours)	ADVERTISING (AD)	PUBLIC RELATIONS (PR)	STRATEGIC COMMUNICATION (SC)
For students entering the University beginning Fall 2016 or later			Optional 2nd Major or Minor 1 or Minor 2:
NAME:	**PID:**		

Date/Advisor

FOUNDATIONS

MATH PL

English Comp. and Rhetoric	Foreign Language* HSFL(s) _____		Quant. Reas. (QR)**	Lifetime Fitness (LFIT) (1 hr.)
ENGL 105 _____	1.	3.		
	2.	4.		

*Through level 3 unless placed into Level 4 of HSFL **STOR 151 is recommended

APPROACHES

Phys. and Life Sciences (PL/PX)***	Social and Behavioral Sciences	Humanities/Fine Arts
	Hist. Analysis (HS):	Vis. & Perf. Arts (VP):
w/lab	Soc.Sci./Hist. Analysis (SS/HS):	Literary Arts (LA):
	Soc. Sci./Hist. Analysis (SS/HS):	Phil. Reasoning (PH): **(MEJO 141) ******

***At least one with lab. *** From at least two departments ****effective fall 2016

CONNECTIONS

Communication Int. (CI)	Quant. Int. (QI) or 2nd Quant. Reas. (QR)	Experiential Ed. (EE)	Global Issues (GL)
(MEJO 153)	(MEJO 279 (QI))	(May be MEJO 393 (1 hr.))	(May be MEJO 446)
US Diversity (US)	**North Atlantic World (NA)**	**World before 1750 (WB)**	**Beyond the NA (BN)**
(May be MEJO 441)			

MAJOR

Media and Journalism Curriculum

AD | PR | SC

39 MEJO Hrs. Minimum | 48 MEJO Hrs. Maximum

State and Local Government

Choose one: POLI 101, 130, 150, 202, or 203

School Core (12 Hrs.) *(recommend taking 153 and 221 together)*

MEJO 153 WRITING & REPORTING	**MEJO 141** MEDIA ETHICS
MEJO 221 AUDIO VIDEO INFO GATH	**MEJO 341**(153 prereq) MEDIA LAW

Journalism Core (6 Hrs.)

MEJO 137 PRINCIPLES OF AD-PR	**MEJO 279**(137 prereq) AD-PR RESEARCH

Specialization Core (12 Hrs.) **4** courses from one (1) Specialization group. See below.

SPEC:	1.	2.	3.	4.

Conceptual (6 Hrs.)

1.	2.

MEJO Elective (3 Hrs.) Choose ANY course.

1.

◈At least 9.0 hours in one subject area must be taken outside the School of Media and Journalism. May elect to use a second major or minor to fulfill this requirement.

OUTSIDE AREA/MINOR/ELECTIVES

◈ **Outside Area or |Optional: Major 2, Minor 1 or Minor 2 | Other Electives to reach 120 (At least 72 hours must be outside the School of Media and Journalism. Within those 72 hours, at least 65 hours must be in the College of Arts and Sciences.)**

Hrs. Completed to Date: A&S _____ Professional: _____

ADVERTISING (AD)

Choose four (4) courses.

1. **MEJO 271 AD CPY & COMM**(137 prereq)
2. **MEJO 272 AD MEDIA**(137 prereq)
3. **MEJO 334 PRESENT DSGN FOR SC**
4. **MEJO 390 SPCL SKILLS** (when AD topic)
5. **MEJO 470 DIG AD MKTG**(279,475 prereq)
6. **MEJO 471 ADV CPYWRTNG**(271 prereq)
7. **MEJO 472 ART DIRECT IN AD**
8. **MEJO 473 AD CMPGNS**(271 or 272 prereq)
9. **MEJO 475 CONCEPTS OF MKTG**
10. **MEJO 479 MRKT INTEL**
11. **MEJO 671 SOCIAL MKTG CMPGNS** (EE)
12. **MEJO 690 SPCL TOPICS IN AD**

STRATEGIC COMMUNICATION (SC)—Choose three (3) courses from column **A**. Plus choose one (1) course from column **B**.

COLUMN **A**

1. **MEJO 232 PR WRITING**(137,153 prereq) (EE)
2. **MEJO 271 AD CPY & COMM**(137 prereq)
3. **MEJO 272 AD MEDIA**(137 prereq)
4. **MEJO 333 VID PR & MKTG** (EE)
5. **MEJO 334 PRESENT DSGN FOR SC**
6. **MEJO 390 SPCL SKILLS** (when AD, PR, or SC topic)
7. **MEJO 431 CASE STDS IN PR**(137 prereq)
8. **MEJO 433 CRISIS COMM**(137,153 prereq)
9. **MEJO 475 CONCEPTS OF MKTG**
10. **MEJO 479 MRKT INTELLIGENCE**

COLUMN **A** CONTINUED

11. **MEJO 490 SPCL TOPICS** (when AD, PR, or SC topic)
12. **MEJO 690 SPCL TOPICS IN AD**

COLUMN **B**

1. **MEJO 434 PR CAMPAIGNS** (232, 279, 431, prereq)
2. **MEJO 470 DIG AD MKTG**(279,475 prereq)
3. **MEJO 473 AD CMPGNS**(271 or 272 prereq)
4. **MEJO 625 MEDIA HUB** (*EE*)
5. **MEJO 671 SOCIAL MRKT CMPGNS** (EE)

PUBLIC RELATIONS (PR)

Required(R): 232, 431, and 434. Plus one (1) additional course.

1. **MEJO 182 INTRO GRAPH DSGN**
2. **MEJO 187 INTRO INTERACTIVE MEDIA**
3. **MEJO 232 PR WRITING**(137,153 prereq) **(R)**
4. **MEJO 333 VID PR & MKTG**(137 prereq) (EE)
5. **MEJO 334 PRESENT DSGN FOR SC**
6. **MEJO 390 SPCL SKILLS** (when PR topic)
7. **MEJO 431 CASE STDS IN PR**(137 prereq) **(R)**
8. **MEJO 433 CRISIS COMM**(137,153 prereq)
9. **MEJO 434 PR CAMPAIGNS** (232, 279, 431, prereq) **(R)**
10. **MEJO 435 PUB INFO STRATEGIES**(137 prereq)
11. **MEJO 441 DIVERSITY & COMM**
12. **MEJO 450 BUSI & THE MEDIA**
13. **MEJO 463 NEWS LAB**
14. **MEJO 470 DGTL AD & MKTG**(279,475 prereq)
15. **MEJO 474 BRANDING OF ME** (477 prereq)
16. **MEJO 475 CONCEPTS OF MKTG**
17. **MEJO 477 NEW MEDIA TECHNOLOGY**
18. **MEJO 479 MRKT INTELLIGENCE**
19. **MEJO 490 SPCL TOPICS** (when PR topic)
20. **MEJO 625 MEDIA HUB** (*EE*)
21. **MEJO 671 SOCIAL MKTG CMPGNS** (EE)

CONCEPTUAL—Must complete two courses from the list below.**MEJO 245 is one (1) credit hour; choosing this course, students must take one additional course to meet 39 MEJO hours.*

MEJO 137, 240, 242, 244, 245*, 272, 279, 296, 342, 349, 376, 377, 424, 425, 431, 433, 435, 440, 441, 442, 443, 445, 446, 447(EE), 448, 449, 450, 458, 463, 470, 471, 473, 474, 475, 476, 477, 478, 479, 490 (when appropriate topic), 551, 552, 671 (EE), 690, 691H (EE), or 692H (EE)

USAGE & GRAMMAR TEST: A *score of 70 or above*

We recommend that you take the test prior to your last semester. http://mj.unc.edu/academics/undergraduate-studies/usage-and-grammar-test

HOURS TALLY: **Hrs. to date:** _____ **Hrs. in progress:** _____ **Hrs. deducted:** _____ **Subtotal:** _____ **Hrs. completed:** _____

- Students must select ONE (1) Specialization for their area of study in the school of media and journalism.
- A grade of D in a Core course cannot be counted toward graduation, and the course must be repeated, if satisfying a requirement. For exceptions, please see a MEJO advisor.
- Courses listed in more than one area satisfy only one requirement. Complete list of requirements can be found in the Undergrad Bulletin.
- MEJO 100 and 393 cannot be counted in the minimum of 39 hours, but will count in the maximum of 48 hours.

Updated by MJ-school July 2016