# SCHOOL OF MEDIA AND JOURNALISM BA 2017

## (120 Hours) ADVERTISING/PUBLIC RELATIONS

**NAME:** **PID:**

**Optional 2nd Major or Minor 1 or Minor 2: (See department or academic advising)**

| Date/Advisor |
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### 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**

### APPROACHES

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

**** At least one with lab**

### CONNECTIONS

| Communication Int. (CI) | Quant. Int (QI) or 2nd Quant. Reas. (QR) | Experiential Ed. (EE) | Global Issues (GL) |
|---|---|---|---|
| MEJO 153 | | | |
| **US Diversity (US)** | **North Atlantic World (NA)** | **World Before 1750 (WB)** | **Beyond the North Atlantic (BN)** |
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### MAJOR

**AD/PR**
**39 MEJO hours minimum**
**(72 hours minimum outside)**

**School Core (12 Hrs.)**

**MEJO 121**
INTRO TO DIGITAL STORYTELLING

**MEJO 141**
MEDIA ETHICS

**MEJO 153**
WRITING & REPORTING

**MEJO 341**
MEDIA LAW

**Government / Politics**

**Choose one:**
POLI 101
POLI 130
POLI 150
POLI 202
POLI 203

**Usage & Grammar**
*A score of 70 or above*
*http://mj.unc.edu/ugtest*

**HOURS TALLY:**

Hrs. to date: _____

Hrs. in progress: _____

Hrs. deducted: _____

Subtotal: _____

Hrs. completed: _____

A&S Hrs.: _____

Outside Hrs.: _____

**Concentration (18 Hrs.)**

**Level 1 (3 Hrs.)**
1. MEJO 137 PRINCIPLES OF AD/PR

**Level 2 (9 Hrs.)**
1. MEJO 332 PR WRITING
2. MEJO 333 VIDEO FOR PR&AD
3. MEJO 334 PRESENTATION DESIGN
4. MEJO 371 AD CREATIVE
5. MEJO 372 AD MEDIA
6. MEJO 376 SPORTS MARKETING
7. MEJO 377 SPORTS COMM.
8. MEJO 379 ADVERTISING & PR RESEARCH
9. MEJO 390 SPECIAL TOPICS

**Level 3 (6 Hrs.)**
1. MEJO 435 PUBLIC INFO.
2. MEJO 475 MARKETING CONCEPTS
3. MEJO 477 NEW MEDIA
4. MEJO 479 MARKET INTELLIGENCE
5. MEJO 490 SPECIAL TOPICS
6. MEJO 531 CASE STUDIES
7. MEJO 533 CRISIS COMM.
8. MEJO 572 ART DIRECTION
9. MEJO 577 BRANDING OF ME

**Conceptual (6 Hrs.)**
1. MEJO 240 CURRENT ISSUES
2. MEJO 242 HISTORY OF MEDIA
3. MEJO 244 TALK POLITICS
4. MEJO 245 SPORTS & MEDIA(1 HR)
5. MEJO 342 BLACK PRESS
6. MEJO 349 ISSUES & CONCEPTS
7. MEJO 424 MEDIA MGT.
8. MEJO 425 VOICE & DICTION
9. MEJO 440 DIGITAL MEDIA LAW & SOCIETY
10. MEJO 441 DIVERSITY
11. MEJO 442 GENDER, CLASS, RACE
12. MEJO 443 LATINO MEDIA
13. MEJO 445 PROCESSES AND EFFECTS
14. MEJO 446 GLOBAL COMM.
15. MEJO 447 INTL. MEDIA
16. MEJO 448 1ST AMENDMENT
17. MEJO 458 SOUTHERN POLITICS
18. MEJO 469 HEALTH COMM.
19. MEJO 476 ETHICS/SPORTS
20. MEJO 490 SPECIAL TOPICS
21. MEJO 551 DIGITAL ECON.
22. MEJO 552 LEADERSHIP
23. MEJO 581 MULTIMEDIA DESIGN
24. MEJO 588 EMERGING TECH.
25. MEJO 596 INDIVIDUAL STUDY
26. MEJO 691 HONORS
27. MEJO 692 HONORS

**Capstone (3 Hrs.)**
1. MEJO 634 PR CAMPAIGNS
2. MEJO 650 FASHIONMASH EXPERIENTIAL DESIGN
3. MEJO 651 FASHIONMASH PRODUCT DESIGN
4. MEJO 670 DIGITAL AD. AND MARKETING
5. MEJO 671 SOCIAL MARKETING CAMPAIGNS
6. MEJO 673 AD CAMPAIGNS
7. MEJO 690 ADVANCED AD CAMPAIGN PLANNING

**Choice - Optional**

**Outside Area (At least 9 hrs. in one subject)**

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**AD PREREQUISITES:**
- 137 : 333, 371, 372, 379, 435
- 187 : 581
- 271 : 471
- 371 OR 372 : 673
- 379 : 670
- 475 : 670
- INSTR. PERMISSION: 471

**PR PREREQUISITES:**
- 137 : 332, 333, 379, 435, 531, 533
- 153 : 332, 533
- 187 : 581
- 332 : 634
- 379 : 634
- 477 : 577
- 531 : 634

**Notes:**

- 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.
- MEJO 393 does not count toward the minimum of 39 hours in the MJ school, but does count toward the 120-hour UNC total.