SCHOOL OF MEDIA AND JOURNALISM BA 2018 (120 HOURS)

ADVERTISING AND PUBLIC RELATIONS

OPTIONAL 2ND MAJOR OR MINOR 1 OR MINOR 2 (SEE STEELE BLDG.):

DATE/ADVISOR

NAME: PID:

FOUNDATIONS

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
1.	HIST. ANALYSIS (HS):	VIS. & PERF. ARTS (VP):
2.	SOC. SCI./HIST. ANALYSIS (SS/HS):	LITERARY ARTS (LA):
W/LAB	SOC. SCI./HIST. ANALYSIS (SS/HS):	PHIL. REASONING (PH) ℘:

**AT LEAST ONE WITH LAB

*** From at least two departments

℘ Must take one of MEJO 141, PHIL 160, PHIL 163, PHIL 170, or PHIL 272

CONNECTIONS

COMMUNICATION INT. (CI)	QUANT. INT (QI) *OR* 2ND QUANT. REAS. (QR)	EXPERIENTIAL ED. (EE)	GLOBAL ISSUES (GL)
US DIVERSITY (US)	**NORTH ATLANTIC WORLD (NA)**	**WORLD BEFORE 1750 (WB)**	**BEYOND THE NORTH ATLANTIC (BN)**

MAJOR

AD/PR (39 MEJO HRS. MINIMUM)

SCHOOL CORE (9 HRS.)

1. MEJO 121 INTRO TO DIGITAL STORYTELLING
2. MEJO 153 WRITING & REPORTING
3. MEJO 341 MEDIA LAW

GOVERNMENT/POLITICS

CHOOSE ONE:
- POLI 101
- POLI 130
- POLI 150
- POLI 202
- POLI 203

USAGE & GRAMMAR TEST

A SCORE OF 70 OR ABOVE
MJ.UNC.EDU/UGTEST

HOURS TALLY

HRS. TO DATE: _____
HRS. IN PROGRESS: _____
HRS. DEDUCTED: _____
SUBTOTAL: _____
HRS. COMPLETED: _____
OUTSIDE HRS.: _____

CONCENTRATION (18 HRS.)

LEVEL 1 (3 HRS.)
1. MEJO 137 PRINCIPLES OF AD/PR

LEVEL 2 (9 HRS.)
- MEJO 332 PR WRITING
- MEJO 333 VIDEO FOR PR&AD
- MEJO 334 PRESENTATION DESIGN
- MEJO 335 ADVERTISING VISUAL
- MEJO 336 ADVERTISING UX
- MEJO 371 AD CREATIVE
- MEJO 372 AD MEDIA
- MEJO 373 ACCOUNT PLANNING
- MEJO 374 COMMUNICATIONS CONSULTING
- MEJO 376 SPORTS MARKETING
- MEJO 377 SPORTS COMM.
- **MEJO 379 ADVERTISING & PR RESEARCH < REQUIRED>**
- MEJO 390 SPECIAL SKILLS

LEVEL 3 (6 HRS.)
- MEJO 435 PUBLIC INFO.
- MEJO 475 MARKETING CONCEPTS
- MEJO 477 NEW MEDIA
- MEJO 479 MARKET INTELLIGENCE
- MEJO 490 SPECIAL TOPICS
- MEJO 531 CASE STUDIES IN PR
- MEJO 533 CRISIS COMM.
- MEJO 572 ART DIRECTION
- MEJO 577 BRANDING OF ME

CONCEPTUAL (6 HRS.)
- MEJO 141 MEDIA ETHICS
- MEJO 240 CURRENT ISSUES
- MEJO 242 HISTORY OF MEDIA
- MEJO 244 TALK POLITICS
- MEJO 245 SPORTS & MEDIA (1 hr)
- MEJO 342 BLACK PRESS
- MEJO 349 ISSUES & CONCEPTS
- MEJO 424 MEDIA MGT.
- MEJO 425 VOICE & DICTION
- MEJO 430 PERSONAL FINANCE
- MEJO 440 DIGITAL MEDIA LAW & SOCIETY
- MEJO 441 DIVERSITY
- MEJO 442 GENDER, CLASS, RACE
- MEJO 443 LATINO MEDIA
- MEJO 445 PROCESSES AND EFFECTS
- MEJO 446 GLOBAL COMM.
- MEJO 447 INTL. MEDIA
- MEJO 448 FREEDOM OF EXPRESSION
- MEJO 458 SOUTHERN POLITICS
- MEJO 469 HEALTH COMM.
- MEJO 476 ETHICS/SPORTS
- MEJO 490 SPECIAL TOPICS
- MEJO 550 BUSINESS & MEDIA
- MEJO 581 USER EXPERIENCE DESIGN
- MEJO 588 EMERGING TECH.
- MEJO 596 INDIVIDUAL STUDY

CAPSTONE (3 HRS.)
- MEJO 634 PR CAMPAIGNS
- MEJO 650 FASHIONMASH EXPERIENTIAL DESIGN
- MEJO 651 FASHIONMASH PRODUCT DESIGN
- MEJO 652 DIGITAL ECON.
- MEJO 653 LEADERSHIP
- MEJO 670 DIGITAL AD. AND MARKETING
- MEJO 671 SOCIAL MARKETING CAMPAIGNS
- MEJO 673 AD CAMPAIGNS
- MEJO 690 SPECIAL TOPICS IN ADVERTISING
- MEJO 691 HONORS
- MEJO 692 HONORS

CHOICE / OPTIONAL (EX: 101, 102, 129, 182, 187, ETC.)

MUST TAKE ONE ADDITIONAL THREE HOUR MEJO CLASS TO SATISFY 39 HOUR MEJO MINIMUM (EXCLUDING MEJO 393)

OUTSIDE AREA (72 NON-MEJO HRS. MINIMUM; AT LEAST 9 HRS. IN ONE SUBJECT)

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:

- "MEJO 379: ADVERTISING & PR RESEARCH" IS REQUIRED FOR ALL STUDENTS STUDYING ADVERTISING AND PUBLIC RELATIONS
- NO GRADE BELOW A C- IN A MEJO COURSE THAT SATISFIES A REQUIREMENT CAN BE COUNTED TOWARD GRADUATION AND THE COURSE(S) MUST BE REPEATED. 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.