

<b>SCHOOL OF MEDIA AND JOURNALISM BA 2019-2020 (120 HOURS)</b>		<b>ADVERTISING AND PUBLIC RELATIONS</b>	OPTIONAL 2 <sup>ND</sup> MAJOR OR MINOR 1 OR MINOR 2 (SEE STEELE BLDG.):	DATE/ADVISOR			
NAME: _____		PID: _____					
<b>FOUNDATIONS</b>							
ENGLISH COMP. AND RHETORIC	FOREIGN LANGUAGE*		QUANT. REAS. (QR)	LIFETIME FITNESS (LFIT) (1 HR.)			
ENGL 105 _____	1. _____	3. _____					
	2. _____	4. _____					
<b>APPROACHES</b> *THROUGH LEVEL 3 UNLESS PLACED INTO LEVEL 4 OF HSFL							
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) Q:				
**AT LEAST ONE WITH LAB		*** From at least two departments		Q Must take one of MEJO 141, PHIL 160, PHIL 163, PHIL 170, or PHIL 272			
<b>CONNECTIONS</b>							
COMMUNICATION INT. (CI)	QUANT. INT (QI) OR 2 <sup>ND</sup> 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)				
<b>MAJOR</b>							
AD/PR (39 MEJO HRS. MINIMUM)	CONCENTRATION (18 HRS.)	CONCEPTUAL (6 HRS.)	CAPSTONE (3 HRS.)	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)			
SCHOOL CORE (9 HRS.)	<b>LEVEL 1 (3 HRS.)</b> 1. MEJO 137 PRINCIPLES OF AD/PR	<ul style="list-style-type: none"> <li>• MEJO 141 MEDIA ETHICS</li> <li>• MEJO 240 CURRENT ISSUES</li> <li>• MEJO 242 HISTORY OF MEDIA</li> <li>• MEJO 244 TALK POLITICS</li> <li>• MEJO 245 SPORTS &amp; MEDIA (1 hr)</li> <li>• MEJO 342 BLACK PRESS</li> <li>• MEJO 349 ISSUES &amp; CONCEPTS</li> <li>• MEJO 424 MEDIA MGT.</li> <li>• MEJO 425 VOICE &amp; DICTION</li> <li>• MEJO 440 DIGITAL MEDIA LAW &amp; SOCIETY</li> <li>• MEJO 441 DIVERSITY</li> <li>• MEJO 442 GENDER, CLASS, RACE</li> <li>• MEJO 443 LATINO MEDIA</li> <li>• MEJO 445 PROCESSES AND EFFECTS</li> <li>• MEJO 446 GLOBAL COMM.</li> <li>• MEJO 447 INTL. MEDIA</li> <li>• MEJO 448 FREEDOM OF EXPRESSION</li> <li>• MEJO 458 SOUTHERN POLITICS</li> <li>• MEJO 469 HEALTH COMM.</li> <li>• MEJO 476 ETHICS/SPORTS</li> <li>• MEJO 490 SPECIAL TOPICS</li> <li>• MEJO 581 USER EXPERIENCE DESIGN</li> <li>• MEJO 588 EMERGING TECH.</li> <li>• MEJO 596 INDIVIDUAL STUDY</li> </ul>	<ul style="list-style-type: none"> <li>• MEJO 634 PR CAMPAIGNS</li> <li>• MEJO 652 DIGITAL ECON.</li> <li>• MEJO 653 LEADERSHIP</li> <li>• MEJO 670 DIGITAL AD. AND MARKETING</li> <li>• MEJO 671 SOCIAL MARKETING CAMPAIGNS</li> <li>• MEJO 673 AD CAMPAIGNS</li> <li>• MEJO 690 SPECIAL TOPICS IN ADVERTISING</li> <li>• MEJO 691 HONORS</li> <li>• MEJO 692 HONORS</li> </ul>				
1. MEJO 121 INTRO TO DIGITAL STORYTELLING 2. MEJO 153 WRITING & REPORTING 3. MEJO 341 MEDIA LAW	<b>LEVEL 2 (9 HRS.)</b> <ul style="list-style-type: none"> <li>• MEJO 332 PR WRITING</li> <li>• MEJO 333 VIDEO FOR PR&amp;AD</li> <li>• MEJO 334 PRESENTATION DESIGN</li> <li>• MEJO 371 AD CREATIVE</li> <li>• MEJO 372 AD MEDIA</li> <li>• MEJO 373 ACCOUNT PLANNING</li> <li>• MEJO 374 COMMUNICATIONS CONSULTING</li> <li>• MEJO 376 SPORTS MARKETING</li> <li>• MEJO 377 SPORTS COMM.</li> <li>• <b>MEJO 379 ADVERTISING &amp; PR RESEARCH &lt; REQUIRED &gt;</b></li> <li>• MEJO 390 SPECIAL SKILLS</li> <li>• MEJO 433 UX STRATEGY AND DESIGN</li> </ul>						
GOVERNMENT/POLITICS	CHOOSE ONE: <ul style="list-style-type: none"> <li>• POLI 100</li> <li>• POLI 130</li> <li>• POLI 150</li> <li>• POLI 202</li> <li>• POLI 203</li> <li>• POLI 205</li> </ul>						
USAGE & GRAMMAR TEST			<b>OUTSIDE AREA (72 NON-MEJO HRS. MINIMUM; AT LEAST 9 HRS. IN ONE SUBJECT)</b>				
A SCORE OF 70 OR ABOVE MJ.UNC.EDU/UGTEST							
HOURS TALLY	<b>LEVEL 3 (6 HRS.)</b> <ul style="list-style-type: none"> <li>• MEJO 435 PUBLIC INFO.</li> <li>• MEJO 475 MARKETING CONCEPTS</li> <li>• MEJO 477 NEW MEDIA</li> <li>• MEJO 479 MARKET INTELLIGENCE</li> <li>• MEJO 490 SPECIAL TOPICS</li> <li>• MEJO 530 GREEN BRAND LAB</li> <li>• MEJO 531 CASE STUDIES IN PR</li> <li>• MEJO 533 CRISIS COMM.</li> <li>• MEJO 572 ART DIRECTION</li> <li>• MEJO 577 BRANDING OF ME</li> </ul>						
HRS. TO DATE: _____			AD PREREQUISITES: <ul style="list-style-type: none"> <li>• 137 : 333, 371, 372, 379, 435</li> <li>• 187 : 581</li> <li>• 271 : 471</li> <li>• 371 OR 372 : 673</li> <li>• 379 : 670</li> <li>• 475 : 670</li> <li>• INSTR. PERMISSION: 471</li> </ul>				
HRS. IN PROGRESS: _____			PR PREREQUISITES: <ul style="list-style-type: none"> <li>• 137 : 332, 333, 379, 435, 531, 533</li> <li>• 153 : 332, 533</li> <li>• 187 : 581</li> <li>• 332 : 634</li> <li>• 379 : 634</li> <li>• 477 : 577</li> </ul>				
HRS. DEDUCTED: _____							
SUBTOTAL: _____							
HRS. COMPLETED: _____							
OUTSIDE HRS.: _____							
NOTES:	<ul style="list-style-type: none"> <li>• "MEJO 379: ADVERTISING &amp; PR RESEARCH" IS REQUIRED FOR ALL STUDENTS STUDYING ADVERTISING AND PUBLIC RELATIONS</li> <li>• 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.</li> <li>• MEJO 393 DOES NOT COUNT TOWARD THE MINIMUM OF 39 HOURS IN THE MJ-SCHOOL, BUT DOES COUNT TOWARD THE 120-HOUR UNC TOTAL.</li> </ul>						