

UNC HUSSMAN SCHOOL OF JOURNALISM AND MEDIA BA (120 HOURS)		ADVERTISING & PUBLIC RELATIONS (APR)		OPTIONAL 2 <sup>ND</sup> MAJOR OR MINOR 1 OR MINOR 2 (SEE COLLEGE OF ARTS & SCIENCES ADVISOR)		
NAME:		PID:		Grad Term/Year:		
FOUNDATIONS	ENGLISH COMP.AND RHETORIC (CR)	FOREIGN LANGUAGE (FL), Through Level 3		QUANT. REAS. (QR)	LIFETIME FITNESS (LFIT) (1.00 HR.)	
	ENGL 105 _____	1. _____	3. _____			
		2. _____	4. _____			
APPROACHES	PHYS. AND LIFE SCIENCES (PL/PX)	SOCIAL AND BEHAVIORAL SCIENCES		HUMANITIES/FINE ARTS		
	1. _____	HIST. ANALYSIS (HS):		VIS. & PERF. ARTS (VP):		
	2. _____ W/LAB _____	SOC. SCI./HIST. ANALYSIS (SS/HS):		LITERARY ARTS (LA):		
		SOC. SCI./HIST. ANALYSIS (SS/HS):		PHIL. REASONING (PH): <i>CHOOSE ONE:</i>		
CONNECTIONS	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)		
MAJOR   ADVERTISING & PUBLIC RELATIONS (APR) (39 MEJO HRS. MINIMUM)	SCHOOL CORE (9 HRS.)		CONCENTRATION (18 HRS.)		ELECTIVE HOURS TO REACH 120	
	1. MEJO 121 DIGITAL STORYTELLING		LEVEL 1 (3 HRS.)			
	2. MEJO 153 WRITING & REPORTING		• MEJO 137 PRINCIPLES OF AD/PR			
	3. MEJO 341 MEDIA LAW		LEVEL 2 (3 HRS.)			
	GOVERNMENT/POLITICS (3 HRS.)		• MEJO 379 AD & PR RESEARCH			
	CHOOSE ONE:		LEVEL 2 (6 HRS.)			
	CONCEPTUAL (6 HRS.)		• MEJO 332 PR WRITING			
	• MEJO 141 MEDIA ETHICS		• MEJO 334 VISUAL DESIGN			
	• MEJO 242 HISTORY OF MEDIA		• MEJO 371 AD CREATIVE			
	• MEJO 244 TALK POLITICS		• MEJO 372 AD MEDIA			
	• MEJO 245 <sup>(4.0 HR.)</sup> SPORTS AND THE MEDIA		• MEJO 373 ACCOUNT PLANNING			
	• MEJO 342 BLACK PRESS		• MEJO 374 COMM. CONSULTING			
	• MEJO 372 AD MEDIA		• MEJO 376 SPORTS MARKETING			
	• MEJO 373 ACCOUNT PLANNING		• MEJO 377 SPORTS COMM			
	• MEJO 374 COMM CONSULTING		• MEJO 390 SPECIAL SKILLS (APR TOPIC)			
• MEJO 376 SPORTS MARKETING		LEVEL 3 (6 HRS.)				
• MEJO 377 SPORTS COMM		• MEJO 432 CAUSE COMM				
• MEJO 424 MEDIA MGT		• MEJO 433 UX STRATEGY & DESIGN				
• MEJO 425 VOICE & DICTION		• MEJO 437 <sup>H</sup> MEDIA IN ASIA				
• MEJO 432 CAUSE COMM		• MEJO 438 AD IN THE AGE OF ALEXA				
• MEJO 437 <sup>H</sup> MEDIA IN ASIA		• MEJO 439 PRODUCING FOR AD				
• MEJO 438 AD IN THE AGE OF ALEXA		• MEJO 447 <sup>H</sup> MEDIA IN THE UK				
• MEJO 439 PRODUCING FOR AD		• MEJO 475 CONCEPTS OF MARKETING				
• MEJO 441 DIVERSITY & COMM		• MEJO 477 NEW MEDIA TECH				
• MEJO 442 GENDER, CLASS, RACE		• MEJO 479 <sup>H</sup> MARKET INTELLIGENCE				
• MEJO 445 MEDIA EFFECTS		• MEJO 490 <sup>H</sup> SPECIAL TOPICS (APR topic)				
• MEJO 447 <sup>H</sup> MEDIA IN THE UK		• MEJO 530 GREEN BRAND LAB				
• MEJO 448 FREEDOM OF EXPRESSION		• MEJO 531 CASE STUDIES IN PR				
• MEJO 475 CONCEPTS OF MARKETING		• MEJO 532 INTERNATIONAL PR				
• MEJO 476 ETHICS/SPORTS COMM		• MEJO 533 CRISIS COMM				
• MEJO 477 NEW MEDIA TECH		• MEJO 544 CAREER EXPLORATION				
• MEJO 479 <sup>H</sup> MARKET INTELLIGENCE		• MEJO 550 BUSINESS & THE MEDIA				
• MEJO 490 <sup>H</sup> SPECIAL TOPICS		• MEJO 553 ADVANCED RPT (INSTRUCTOR APPROVAL)				
• MEJO 531 CASE STUDIES IN PR		• MEJO 572 ART DIRECTION IN AD				
• MEJO 532 INTERNATIONAL PR		• MEJO 577 BRANDING OF ME				
• MEJO 533 CRISIS COMMUNICATION		• MEJO 591 FASHIONMASH EXPERIENTIAL DESIGN				
• MEJO 537 WASHINGTON EXPERIENCE		• MEJO 592 FASHIONMASH PRODUCT DESIGN				
• MEJO 544 CAREER EXPLORATION		CAPSTONE (3 HRS.)				
• MEJO 550 BUSINESS & THE MEDIA		• MEJO 625 <sup>H</sup> MEDIA HUB (INSTRUCTOR APPROVAL)				
• MEJO 571 SOCIAL MEDIA ANALYTICS		• MEJO 634 PR CAMPAIGNS				
• MEJO 572 ART DIRECTION		• MEJO 652 <sup>H</sup> DIGITAL ECON				
• MEJO 577 BRANDING OF ME		• MEJO 653 <sup>H</sup> LEADERSHIP IN A TIME OF CHANGE				
• MEJO 581 USER EXPERIENCE DESIGN		• MEJO 670 <sup>H</sup> DIGITAL AD & MARKETING				
• MEJO 588 EMERGING TECH		• MEJO 671 SOCIAL MARKETING CAMPAIGNS				
• MEJO 591 FASHIONMASH EXPERIENTIAL DESIGN		• MEJO 673 AD CAMPAIGNS				
• MEJO 592 FASHIONMASH PRODUCT DESIGN		• MEJO 674 PRSSA CAMPAIGNS				
• MEJO 596 INDIVIDUAL STUDY		• MEJO 690 SPECIAL TOPICS IN AD				
• MEJO 652 <sup>H</sup> DIGITAL ECON		• MEJO 691H HONORS				
• MEJO 653 <sup>H</sup> LEADERSHIP IN TIME OF CHANGE		• MEJO 692H HONORS				
• MEJO 670 <sup>H</sup> DIGITAL AD & MARKETING		CHOICE (3 HRS.) - Choose a minimum of one MEJO elective course.				
• MEJO 671 SOCIAL MARKETING CAMPAIGNS						
• MEJO 673 AD CAMPAIGNS						
• MEJO 691H HONORS						
• MEJO 692H HONORS						
USAGE & GRAMMAR TEST A SCORE OF 70 OR ABOVE <a href="http://MJ.UNC.EDU/UGTEST">MJ.UNC.EDU/UGTEST</a>						
DATE/ADVISOR		NOTES				
HOURS TALLY (120 REQUIRED)						
FIRST YEAR	SO	JR	SR			
HRS TO DATE:	HRS TO DATE:	HRS TO DATE:	HRS TO DATE:			
HRS IN PROGRESS:	HRS IN PROGRESS:	HRS IN PROGRESS:	HRS IN PROGRESS:			
HRS DEDUCTED:	HRS DEDUCTED:	HRS DEDUCTED:	HRS DEDUCTED:			
SUBTOTAL:	SUBTOTAL:	SUBTOTAL:	SUBTOTAL:			
REMAINING:	REMAINING:	REMAINING:	COMPLETED:			

## EXPLANATORY NOTES – APR

This academic worksheet is for students who entered the university in 2018 – 2020. Students should complete their School Cores as soon as possible and then move onto Level 1, then Level 2, and Level 3. Conceptual courses can be taken in any order. Capstone courses are usually taken during your final semester.

**ADVISING:** It is recommended that you connect with a Hussman advisor at least once each semester. This is your go-to place for updated academic worksheets, etc. Appointments are recommended, <http://hussman.unc.edu/ug/student-services/academic-advising>.

**CHOICE COURSE:** Choose at least one MEJO elective course (3 HRS.). This course can be from any sub-plan (APR or JRN).

**COURSE OFFERINGS:** Not all MEJO courses may be offered every semester. **Courses offered in multiple categories in your major program can satisfy only one category.** For example, MEJO 437 will satisfy either Conceptual or Level 3, but not both. **APR students must take MEJO 137 for Level 1 and MEJO 379 for Level 2.** MEJO 245 is offered at 1.0 credit hour. If taken, students must choose one additional conceptual course.

**GOVERNMENT AND POLITICS:** Must choose one of the following courses: POLI 100, POLI 130, POLI 150/PWAD 150, POLI 202, POLI 203, or POLI 205 (old POLI 101).

**GPA:** 2.0 or Higher GPA required in major and minor.

**GRADES BELOW C-:** A grade of D in a MEJO course will not be counted in the minimum number of media and journalism credits required for graduation; the course must be retaken if it is required for the major. If it is not specifically required, then another course must be taken. **REPEATED COURSES DO NOT EARN CREDIT TWICE.**

**GRADUATION:** In the last semester of your Junior year, you must connect with a Hussman academic advisor to make sure you are on track to graduate. **Degree audit appointments are required,** <http://hussman.unc.edu/ug/student-services/academic-advising>.

**HONORS (H):** Courses with an “H” designation have an Honors version available. An honors course fulfills the same requirements as the non-honors version of that course. Enrollment and GPA restrictions may apply.

**INTERNSHIP CREDIT:** MEJO 393 is for UNC Hussman students who already have an internship. MEJO 393 does not count toward the minimum 39 MEJO hours but does count toward the 120-hour UNC total. It is repeatable up to three times. For more information about MEJO 393, please contact [Hussman Career Services](#).

**MEDIA LAW:** Advertising Public Relations (APR) students are required to take MEJO 341. We do not offer a 341 section in the summer; therefore, we will allow APR students to enroll in MEJO 340 during Maymester, Summer Session I and II only. Tar Heel Tracker adjustment will be made to your record upon successful completion.

**MEJO HOURS:** Students must complete a minimum of 39 MEJO hours.

**MEJO 691H & MEJO 692H:** Honors theses. Eligibility is based on an overall GPA of 3.3 and a major GPA of 3.5 at the end of your junior year. For more information, speak with an advisor in the Hussman School.

**OUTSIDE HOURS:** Of the basic 120 hours for graduation, our students typically take 72-81 hours.

**PHIL. REASONING (PH)/HUSSMAN PH:** Must choose one of the following courses: MEJO 141, PHIL 160, PHIL 163, PHIL 170, or PHIL 272/PWAD 272.

**SCHOOL CORES:** It is recommended that students take MEJO 153 and MEJO 121 together. MEJO 153 is a prerequisite for many courses.

**SECOND MAJORS:** Students who wish to complete a second major outside of the school and who did not declare a second major before being admitted to the school must download a second-major form from the [school's website](#) and return it to an advisor in the Hussman School. Students must meet with an academic advisor in the College of Arts and Sciences to ensure that they can meet all requirements for the second major.

**SPECIAL TOPICS:** MEJO 390 and 490 course topics change by semester. **MEJO 390 may satisfy Level 2 when it is an APR topic. MEJO 490 will always satisfy the Conceptual area and will satisfy Level 3 when listed as an APR topic.** Please visit [MJ.UNC.EDU/Courses](http://MJ.UNC.EDU/Courses) for term-specific details.

**TAR HEEL TRACKER:** Not all courses will be listed in your Tar Heel Tracker. If you are missing a course from your Tar Heel Tracker follow these steps: Make a [Tar Heel Tracker Adjustment Appointment](#) with a UNC Hussman Advisor. <http://hussman.unc.edu/ug/student-services/academic-advising> OR you may utilize drop-in hours, found on our website as well.

**TRANSFER HOURS:** The school will normally accept only six credit hours of media and journalism courses taken at other institutions. The school typically does not accept transfer credit for MEJO 153. For more information, speak with a Hussman advisor.

**USAGE AND GRAMMAR TEST (U&G):** Students must achieve a passing score of at least 70 on the [U&G test](#) to graduate.