

SCHOOL OF JOURNALISM AND COMMUNICATION PRE-MAJOR AND MAJOR REQUIREMENTS

Minimum of 60 Journalism credits

Must complete sections (A), (B), (C) and (D).

EARNED: NEED:

The minimum grade for all J classes is a C.
These classes **may not** be taken Pass/No Pass.

(A) Pre-major Requirements

Must be completed to be accepted as a full major and move forward to the Gateway to Media Series (B).

- ___ Pre-major core
- ___ J100 Media Professions (2 credits)
- ___ J101 Grammar for Communicators (2 credits)
- ___ J201 Media and Society
- ___ WR 121 and either WR 122 or WR 123*
- ___ *Clark Honors College students are exempt from this prerequisite
- ___ 24 graded UO credits
- ___ Minimum 2.90 UO GPA

(B) Gateway to Media Series

- ___ J205 Gateway to Media I*
- ___ J206 Gateway to Media II*
- ___ J207 Gateway to Media III**

*J205 and J206 must be taken concurrently.

**J207 must be taken in the term immediately following J 205/206.

(C) Core Context courses

May be taken concurrently with the sequence courses (Section D). Students are encouraged to complete two "List A" Core Context courses before taking the "List B" courses.

List A (Choose **two** courses)

- ___ J320 Gender, Media and Diversity
- ___ J385 Communication Law
- ___ J387 Media History
- ___ J396 International Communication
- ___ J397 Media Ethics

List B (Choose **two** courses)

Students may complete the requirement with two courses from the same Topic if the courses have different titles.

- ___ J412 Issues in Communication Studies [Topic]†
- ___ J467 Issues in International Communication [Topic]†
- ___ J494 Strategic Communication Research Methods*

*Required for Public Relations students; restricted to Advertising and Public Relations students

- ___ J495 Research Methods [Topic]†
- ___ J496 Issues in Communication Ethics & Law [Topic]†

SOJC Honors Program

Required course sequence (12 credits total):

- ___ J315H Media Theory and Research*
- ___ J424H Issues in Media Theory & Research [Topic]*†
- ___ J424H Issues in Media Theory & Research [Topic]*†

*The required Honors courses complete three of the four Core Context classes. The fourth class can come from either List A or List B. PR students must choose J494 as their final Core Context class.

Honors Thesis:

- ___ Thesis Prospectus Workshop (1 credit)
- ___ Completion of Thesis project

(D) Sequence requirements (choose one):

Advertising

- ___ J342 The Creative Strategist
- Three of: ___ J443 Advertising Media Planning
- ___ J444 Advertising Account Management
- ___ J457 Curiosity for Strategists
- ___ J458 Writing Design Concepts
- ___ J459 Branding & Content
- ___ J460 Brand Development [Topic]†
- ___ J448 Advertising Campaigns or J449 Advanced Advertising Campaigns "Ad Team"

Journalism

- ___ J361 Reporting I
- ___ J462 Reporting II
- Choose four Pathway courses. One of these four **MUST** be:
 - J331 Digital Video Production, J365 Photojournalism, J371 Feature Writing I or J461 Newspaper Editing
- ___ J331 Digital Video Production
- ___ J333 Writing for Multimedia (not eligible after Summer 2015)
- ___ J365 Photojournalism
- ___ J371 Feature Article Writing I
- ___ J421 Documentary Production
- ___ J432 Reporting for Electronic Media
- ___ J434 Advanced TV News
- ___ J436 Media Design [Topic]†
- ___ J461 Newspaper Editing
- ___ J463 Specialized Reporting [Topic]†
- ___ J466 Advanced Photojournalism [Topic]†
- ___ J468 Advanced Newspaper Editing
- ___ J472 Feature Article Writing II
- ___ J473 Magazine Feature Editing
- ___ J474 Magazine Industry & Strategies
- ___ J475 FLUX Magazine Production
- ___ J483 Journalistic Interview

Pathway courses should be selected in consultation with your J faculty mentor. Be mindful of prerequisites!

Media Studies

- ___ J314 Introduction to Media Studies
- ___ One more course from List A Core Context*: _____
- ___ One more course from List B Core Context*: _____
- ___ One media skills class. Consult your faculty advisor to choose one course from such areas as reporting, multimedia, magazine writing, etc.
- ___ J413 Media Studies Capstone

*The List A/List B Core Context courses used here must be different from the courses used to complete the Core Context (section C) requirement.

Public Relations

- ___ J350 Principles of Public Relations
- ___ J352 Strategic Writing & Media Relations
- ___ J452 Strategic Public Relations Communication
- ___ J453 Strategic Planning & Cases
- ___ J454 Public Relations Campaigns

*PR students must complete J494 Strategic Communication Research Methods as one of their Core Context List B (section C) classes before they can take J454.

† [TOPIC] courses: Any course under that number will count. Course titles offered within each "topic" will vary. These courses are repeatable if the topics have different titles.