

**SCHOOL OF JOURNALISM AND COMMUNICATION GENERAL-STUDIES REQUIREMENTS
JOURNALISM, ADVERTISING & PUBLIC RELATIONS MAJORS**

104 Non-journalism credits: Any prefix/subject code other than J.

EARNED:

NEED:

Non-journalism credits must include one of the following: a minor or a non-major concentration. Completing a double major waives this requirement.

Choose one:

A non-SOJC minor: See <http://uocatalog.uoregon.edu/minors/> for a list of UO minors. Most minors are 24-32 credits (6-8 courses).

A non-major concentration: Take 24 credits (six courses) from one non-SOJC subject area.

| | | | |
|-------|-------|-----------|-------------------|
| _____ | _____ | _____ | _____ |
| | | Any level | 300- or 400-level |
| _____ | _____ | _____ | _____ |
| | | Any level | 300- or 400-level |
| _____ | _____ | _____ | _____ |
| | | Any level | 400-level |
| _____ | _____ | | |

Not needed. Completing a double major outside of the journalism school

SCHOOL OF JOURNALISM AND COMMUNICATION PRE-MAJOR AND MAJOR REQUIREMENTS (JOURNALISM, ADVERTISING & PUBLIC RELATIONS MAJORS). SEE FLIP SIDE FOR SEQUENCE-SPECIFIC REQUIREMENTS (SECTION D) AND ELECTIVES (SECTION E).

Minimum of 72 Journalism credits

Must complete sections (A), (B), (C), (D) and (E). The minimum passing grade for all J courses is a C. These classes may not be taken pass/no pass. Unless specified, all courses are four credit courses. Elective credits may be required to reach the minimum number of credits.

EARNED:

NEED:

Minimum of 40 upper division Journalism credits

EARNED:

NEED:

(A) Pre-Major Core

Must be completed to be accepted as a full major and move forward to the Full Major Core (Section B).

- _____ Pre-major core
- _____ J100 Media Professions (2 credits)
- _____ J101 Grammar for Communicators (2 credits)
- _____ J201 Media and Society >2
- _____ 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) Full Major Core

J211 and J212 must be completed before moving on to the Sequence requirements (Section D). These courses may be taken concurrently with the Core Context courses (Section C).

- _____ J211 Gateway to Media (8 credits)
- _____ J212 Writing for Communicators
- _____ J213 Fact or Fiction

(C) Core Context Requirement

May be taken concurrently with the full major core (Section B) or the sequence courses (Section D). Students are encouraged to complete the Core Context A courses before taking the Core Context B course.

Core Context A (Four courses)

- _____ J320 Gender, Media and Diversity >IP
- _____ J385 Communication Law >2
- _____ J397 Media Ethics >1
- _____ J387 Media History >2 **or** J396 International Communication

Core Context B (Choose **one** course. JPR students must take J494)

- _____ J412 Issues in Communication Studies [Topic]†
- _____ J467 Issues in International Communication [Topic]†
- _____ J494 Strategic Communication Research Methods*
*Restricted to Advertising and Public Relations students
- _____ J495 Research Methods [Topic]†
- _____ J496 Issues in Communication Ethics & Law [Topic]†

SOJC Honors Program

Students in this program do this version of the Core Context requirement (Section C)

- _____ J315H Media Theory and Research *
- _____ J424H Issues in Media Theory & Research [Topic]*†
- _____ J424H Issues in Media Theory & Research [Topic]*†
- _____ J385 Communication Law >2
- _____ J397 Media Ethics >1

For PR students only:

- _____ J494 Strategic Communication Research Methods

Honors Thesis:

- _____ Thesis Prospectus Workshop (1 credit)
- _____ Thesis Project

**SCHOOL OF JOURNALISM AND COMMUNICATION PRE-MAJOR AND MAJOR REQUIREMENTS
JOURNALISM, ADVERTISING & PUBLIC RELATIONS MAJORS. SEE FLIP SIDE FOR SECTIONS (A), (B) AND (C).**

(D) Sequence requirements (choose one):

Advertising

- ___ J342 The Creative Strategist
- Four 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
- ___ J463 Specialized Reporting [Topic]†

Choose one concentration:

Writing Concentration (choose **two** courses)

- ___ J461 Newspaper Editing
- ___ J468 Advanced Newspaper Editing
- ___ J371 Feature Writing I
- ___ J472 Feature Writing II
- ___ J473 Magazine Feature Editing
- ___ J474 Magazine Industry & Strategies
- ___ J483 Journalistic Interview

Visual Concentration (choose **two** courses)

- ___ J365 Photojournalism
- ___ J466 Advanced Photojournalism [Topic]†
- ___ J331 Digital Video Production
- ___ J421 Documentary Production
- ___ J432 Reporting for Electronic Media
- ___ J434 Advanced TV News
- ___ J436 Media Design [Topic]†

Additional sequence course (choose at least four credits total):

- ___ J404 Internship
- ___ J408 Workshops [Topic]†
- ___ J409 Practicum
- ___ J463 Specialized Reporting [Topic]† (*Must be a different topic than what was used above*)
- ___ J469 Mobile Media Production (OR Magazine) (*Typically available by application only*)
- ___ J475 FLUX Production (*Typically available by application only*)
- ___ Any additional concentration course that has not been previously taken

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
- ___ J480 Public Relations Topic [Topic]†

** PR students must complete J494 Strategic Communication Research Methods as their Core Context B course (Section C) before they may take J454. J480 may be taken at any point after J350.*

(E) Electives:

- ___ At least four journalism credits are needed to reach the minimum 72 credits required. More may be needed if any exceptions were granted to Sections (A), (B), (C) or (D).

† [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.

**SCHOOL OF JOURNALISM AND COMMUNICATION
GENERAL-STUDIES AND MAJOR REQUIREMENTS FOR THE MEDIA STUDIES MAJOR ONLY.**

104 Non-journalism credits: Any prefix/subject code other than J.

EARNED: NEED:

Non-journalism coursework must include the following:

16 Literature credits (4 courses): This includes courses dealing with printed literature from subjects such as CLAS, COLT, EALL, ENG and HUM. Speech, cultural studies, grammar, rhetoric and film-production courses in these subjects do not count toward this requirement. No more than eight credits of this requirement can be completed using courses that treat film as literature OR courses taught in a language other than English. Arts and Letters (>1) group-satisfying courses taken for this requirement can be counted both here and toward the Arts & Letters (>1) group requirement (see p. 1). Some literature courses may also count toward the Multicultural requirement (see p. 1). See <http://journalism.uoregon.edu/literature> for a full list of courses eligible for this requirement.

EARNED: NEED:

8 History credits (2 courses): Any course from the History department (HIST prefix) can be used toward this requirement. Social Science (>2) group-satisfying HIST courses can be counted both here and toward the Social Science (>2) group requirement (see p. 1). Some history courses may also count toward the Multicultural requirement (see p. 1).

EARNED: NEED:

8 Economics credits (2 courses): Any course from the Economics department (EC prefix). Social Science (>2) group-satisfying EC courses can be counted both here and toward the Social Science (>2) group requirement (see p. 1). Students pursuing a minor in Business Administration may use BA 315 as an economics course.

EARNED: NEED:

8 credit hours in three additional subject areas chosen from subjects in the College of Arts and Sciences: Eligible subject codes are: AEIS, AFR, ANAT, ANTH, ARB, ASIA, ASL, ASTR, BI, CAS, CH, CHN, CIS, CIT, CLAS, COLT, CRWR, DANE, EALL, EC, ENG, ENVS, ES, EURO, FINN, FLR, FR, GEOG, GEOL, GER, GRK, HBRW, HC, HIST, HPHY, HUM, INDO, INTL, ITAL, JDST, JPN, KRN, LAS, LAT, LING, LT, MATH, MDVL, NORW, PHIL, PHYS, PORT, PS, PSY, REES, REL, RL, RUSS, SCAN, SOC, SPAN, SWAH, SWED, THAI, TA, VIET, WGS, WR. Courses used to complete the literature, history and economics blocks above may not be used here. The WR courses used for the Writing Composition requirement, and 100- and 200-level foreign language courses used to complete the Bachelor of Arts requirement may not be used to fulfill these blocks.

ADDITIONAL BLOCK #1 (two courses):

ADDITIONAL BLOCK #2 (two courses):

ADDITIONAL BLOCK #3 (two courses):

SOJC Honors Program
Students in this program do this version of the Core Context A requirement described in Section C.

_____ J315H Media Theory and Research*

_____ J424H Issues in Media Theory & Research [Topic]*†

_____ J424H Issues in Media Theory & Research [Topic]*†

_____ J385 Communication Law >2

_____ J397 Media Ethics >1

Honors Thesis:

_____ Thesis Prospectus Workshop (1 credit)

_____ Thesis Project

Minimum of 72 Journalism credits

Must complete sections (A), (B), (C), (D) and (E). The minimum passing grade for all J courses is a C. These classes may not be taken pass/no pass. Unless specified, all courses listed below are four credit courses.

EARNED: NEED:

Minimum of 40 upper division Journalism credits

EARNED: NEED:

(A) Pre-Major Core

Must be completed to be accepted as a full major and move forward to the Full Major Core (Section B).

- _____ Pre-major core
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- _____ J101 Grammar for Communicators (2 credits)
- _____ J201 Media and Society >2
- _____ 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) Full Major Core

J211 and J212 must be completed before moving on to the Sequence requirements (Section D). These courses may be taken concurrently with the Core Context courses (Section C).

- _____ J211 Gateway to Media (8 credits)
- _____ J212 Writing for Communicators
- _____ J213 Fact or Fiction

(C) Core Context Requirement

May be taken concurrently with the full major core (Section B) or the sequence courses (Section D). Students are encouraged to complete the Core Context A courses before taking the Core Context B courses.

Core Context A (Five courses)

- _____ J320 Gender, Media and Diversity >IP
- _____ J385 Communication Law >2
- _____ J397 Media Ethics >1
- _____ J387 Media History >2
- _____ J396 International Communication

Core Context B (Choose **two** courses)

- _____ J412 Issues in Communication Studies [Topic]†
- _____ J467 Issues in International Communication [Topic]†
- _____ J495 Research Methods [Topic]†
- _____ J496 Issues in Communication Ethics & Law [Topic]†

(D) Media Studies Sequence Requirement

- _____ J314 Introduction to Media Studies
- _____ 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

(E) Electives:

- _____ At least eight journalism credits are needed to reach the minimum 72 credits required. More may be needed if any exceptions were granted to Sections (A), (B), (C) or (D).

† [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.