SCHOOL OF MEDIA AND JOURNALISM—BA (120 Hours)	ADVERTISING (AD)	PUBLIC RELATIONS (PR)	STRATEGIC COMMUNICATION (SC)
For students entering the University beginning Fall 2015 and 2016			Optional 2nd Major or Minor(s)— **See department and/or academic advising in Steele Bldg.**
NAME:	**PID:**		

Date/Advisor

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. w/lab _____	Soc.Sci./Hist. Analysis (SS/HS):	Literary Arts (LA):
	Soc. Sci./Hist. Analysis (SS/HS):	Phil. Reasoning (PH):

****At least one with lab.**

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 NA (BN)**

MAJOR

AD | PR | SC
39 MEJO Hrs. Minimum

School Core (12 Hrs.)

MEJO 121 INTRO TO DIGITAL STORYTELLING	**MEJO 141** MEDIA ETHICS
MEJO 153 WRITING & REPORTING	**MEJO 341** (153) MEDIA LAW

Journalism Core (6 Hrs.)

MEJO 137 PRINCIPLES OF AD/PR	**MEJO 379** (137) AD-PR RESEARCH

Conceptual (6 Hrs.)

1.	2.

State and Local Government

Choose one: POLI 101, 130, 150, 202, or 203

Students must select ONE Specialization for their area of study. Courses listed in more than one area satisfy only one requirement.

MEJO Elective (3 Hrs.)

1.

OUTSIDE AREA/SECOND MAJOR/MINOR/ELECTIVES

Outside Area (At least 9 hours in one subject)
72 minimum Non-MEJO hours

SPECIALIZATION (CHOOSE ONE AREA):

ADVERTISING (AD): Choose four (4) courses.

1.	2.	3.	4.

1. MEJO 334 PRESENT DSGN
2. MEJO 371 AD CREATIVE (137)
3. MEJO 372 AD MEDIA (137)
4. MEJO 390 SPCL SKILLS (AD topic)
5. MEJO 471 ADV CPYWRTNG (371)
6. MEJO 475 CONCEPTS OF MKTG
7. MEJO 479 MRKT INTEL
8. MEJO 572 ART DIRECT IN AD
9. MEJO 670 DIG AD MKTG (379,475)
10. MEJO 671 SOCIAL MKTG CMPGNS
11. MEJO 673 AD CMPGNS (371 or 372)
12. MEJO 690 SPCL TOPICS IN AD

PUBLIC RELATIONS (PR): Required(R): 332, 531, and 634. Plus one (1) additional course.

332 PR WRITING (137, 153)	531 CASE STDS IN PR (137)	634 PR CAMPAIGNS (332, 379, 531)	4.

CHOOSE ONE:

1. MEJO 182 FDN OF GRAPHIC DESIGN
2. MEJO 187 FDN OF IM
3. MEJO 333 VID PR & MKTG (137)
4. MEJO 334 PRESENT DSGN
5. MEJO 390 SPCL SKILLS (PR topic)
6. MEJO 435 PUB INFO STRATEGIES (137)
7. MEJO 441 DIVERSITY & COMM
8. MEJO 463 NEWS LAB
9. MEJO 475 CONCEPTS OF MKTG
10. MEJO 477 NEW MEDIA TECHNOLOGY
11. MEJO 479 MRKT INTELLIGENCE
12. MEJO 490 SPCL TOPICS (PR topic)
13. MEJO 531 CASE STUDIES IN PR
14. MEJO 533 CRISIS COMM (137,153)
15. MEJO 550 BUSI & THE MEDIA
16. MEJO 577 BRANDING OF ME (477)
17. MEJO 625 MEDIA HUB
18. MEJO 670 DGTL AD & MKTG (379,475)
19. MEJO 671 SOCIAL MKTG CMPGNS

STRATEGIC COMMUNICATION (SC): Choose three (3) courses from column **A**. Plus choose one (1) course from column **B**.

1.	2.	3.	4.

COLUMN A:

1. MEJO 332 PR WRITING (137,153)
2. MEJO 333 VID PR & MKTG (137)
3. MEJO 334 PRESENT DSGN
4. MEJO 371 AD CPY & COMM (137)
5. MEJO 372 AD MEDIA (137)
6. MEJO 390 SPCL SKILLS (AD, PR, or SC topic)
7. MEJO 475 CONCEPTS OF MKTG
8. MEJO 479 MRKT INTELLIGENCE
9. MEJO 490 SPCL TOPICS (AD, PR, or SC topic)
10. MEJO 531 CASE STDS IN PR (137)

COLUMN A CONTINUED:

11. MEJO 533 CRISIS COMM (137,153)
12. MEJO 690 SPCL TOPICS IN AD

COLUMN B:

1. MEJO 625 MEDIA HUB
2. MEJO 634 PR CAMPAIGNS (332, 379, 531)
3. MEJO 670 DIG AD MKTG (379,475)
4. MEJO 671 SOCIAL MKTG CMPGNS
5. MEJO 673 AD CMPGNS (371 or 372)

CONCEPTUAL: Must complete two (2) courses from the list below.**MEJO 245 is one (1) credit hour; choosing this course, students must take **one** additional course to meet 39 MEJO hours.*

MEJO 137, 240, 242, 244, 245*, 342, 349, 376, 377, 379, 424, 425, 435, 440, 441, 442, 443, 445, 446, 447, 448, 449, 458, 463, 469, 471, 475, 476, 477, 478, 479, 490 (when appropriate topic), 531, 533, 550, 551, 552, 577, 596, 670, 671, 673, 690, 691H, or 692H

USAGE & GRAMMAR TEST: *A score of 70 or above*

We recommend that you take the test prior to your last semester. http://mj.unc.edu/ugtest

HOURS TALLY: **Hrs. to date:** _____ **Hrs. in progress:** _____ **Hrs. deducted:** _____ **Subtotal:** _____ **Hrs. completed:** _____

- A grade of D in a required course cannot be counted toward graduation, and the course must be repeated, if satisfying a requirement. 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.