



SCHOOL OF JOURNALISM AND COMMUNICATION GENERAL-STUDIES REQUIREMENTS

**116 Non-journalism credits**—All students need 116 credits in areas other than Journalism (any prefix other than J).

**EARNED:**                      **NEED:**

**94 credits from the College of Arts and Sciences**—Of the 116 non-journalism credits, 94 must come from the College of Arts and Sciences. Eligible subject codes: AEIS, AFR, ANAT, ANTH, ARB, ASIA, ASL, ASTR, BI, CAS, CH, CHN, CIS, CIT, CLAS, COLT, CRWR, DANE, EALL, EC, ENG, ENV5, 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, SCS, SOC, SPAN, SWAH, SWED, THAI, TA, VIET, WGS, WR.

**EARNED:**                      **NEED:**

**The 94 credits from the College of Arts and Sciences must include the following:**

**16 Literature credits**—"Literature" includes courses dealing with printed literature from departments such as the following: CLAS, COLT, EALL (EALL 210/211, JPN 305/306/307 & CHN 350/351, 305/306/307/308), ENG & HUM. No more than 8 credits of this requirement can be completed with courses in film as literature (such as ENG 265/266 History of Motion Picture) OR literature courses taught in a language other than English. **Speech, grammar and film-making courses offered by the ENG department do not count toward this requirement.** See the *Survival Guide* for more details. 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 other side). Some literature courses may also count toward the Multicultural requirement (see other side).

**EARNED:**                      **NEED:**

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

**EARNED:**                      **NEED:**

**8 Economics credits**—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 other side). A break for students: Any student who has credit for EC 201 and 202 (or their transfer equivalents) has completed this Economics requirement even if the courses are worth less than 8 credits. Students pursuing a minor in Business Administration may use BA 315 as an economics course. However, this course **does not** count toward the 94 College of Arts & Sciences requirement.

**EARNED:**                      **NEED:**

**8 credit hours in three additional subject areas chosen from the following:** AEIS, AFR, ANAT, ANTH, ARB, ASIA, ASL, ASTR, BI, CAS, CH, CHN, CIS, CIT, CLAS, COLT, CRWR, DANE, EALL, EC, ENG, ENV5, 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, SCS, 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. 100-level 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:**

**ADDITIONAL BLOCK #2:**

**ADDITIONAL BLOCK #3:**

<b>_____ Communication Studies minor (27 credits, C-/P or better)</b>		<b>Still need: _____ courses</b>
<b>Required:</b>	_____ J397 Media Ethics	
_____ J201 Mass Media & Society	_____ J412 Issues in Communication Studies*	
_____ J314 Introduction to Media Studies	_____ / _____ / _____ / _____	
<b>Choose five elective courses:</b>	_____ J467 Issues in International Communication*	
_____ J320 Women, Minorities and Media	_____ / _____ / _____ / _____	
_____ J340 Principles of Advertising	_____ J495 Research Methods*	
_____ J350 Principles of Public Relations	_____ / _____ / _____ / _____	
_____ J385 Communication Law	_____ J496 Issues in Communication Ethics & Law*	
_____ J387 Communication History	_____ / _____ / _____ / _____	
_____ J396 International Communication		

\* Repeatable three times when topics vary

SCHOOL OF JOURNALISM AND COMMUNICATION PRE-MAJOR AND MAJOR REQUIREMENTS

**Minimum 60 Journalism credits**—Must complete sections (a), (b), (c) and (d).

**EARNED:**

**NEED:**

**a) Lower-division core requirement**—If taken before Fall 2011, J101 requires at least a C grade and J100/201 require at least C- grades. If taken Fall 2011 or later, these courses requires at least a C. These courses **may not** be taken pass/no pass.

- J100 Media Professions
- J101 Grammar for Communicators
- J201 Media and Society

**b) Gateway to Media Series**—Must be taken before any other upper-division journalism courses. If taken before Fall 2011, the minimum passing grade is a C-. If taken Fall 2011 or later, all Gateway courses require at least C grades. They may not be taken pass/no pass.

Prerequisites: Full major status

- Passing grades in the lower-division core (a)
- WR 121 and either WR 122 or WR 123\*  
*(\*Honors College students are exempt from this prerequisite)*
- 24 graded UO credits
- Minimum 2.70 UO GPA

J205 and J206 must be taken concurrently.

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

**c) Core Context courses**—May be taken concurrently with the sequence courses (d). Students are encouraged to complete two “List A” Core Context courses before taking the “List B” courses. These courses may not be taken pass/no pass.

**List A** (Choose **two** courses)

- J320 Women, Minorities and Media
- J385 Communication Law
- J387 Communication History
- J396 International Communication
- J397 Media Ethics

**List B** (Choose **two** course)—List B courses are “topic” courses. The titles will vary. Students may complete the requirement with two courses from the same topic if the courses have different titles. Students should complete two “List A” Core Context courses before taking the “List B” courses.

- J412 Issues in Communication Studies  
\_\_\_\_\_ / \_\_\_\_\_
- J467 Issues in International Communication  
\_\_\_\_\_ / \_\_\_\_\_
- J495 Research Methods\*  
\_\_\_\_\_ / \_\_\_\_\_
- J496 Issues in Communication Ethics & Law  
\_\_\_\_\_ / \_\_\_\_\_

\* Public Relations majors **must** take J495 Research Methods: Strategic Communication as one of their List B courses.

**d) Sequence requirements (choose one):** These courses may not be taken pass/no pass. If taken after Fall 2011, the minimum passing grade is a C.

**Advertising**

- J340 Principles of Advertising (or J456 The Creative Strategist)
- Three of:  J443 Advertising Media Planning
- J444 Advertising Account Management
- J456 The Creative Strategist
- J457 Curiosity for Strategists (may be used in this section only if J340 was also taken)
- J458 Writing Design Concepts
- J459 Branding & Content
- J460 Brand Development\* [Topic]  
*(\*Any J460 will count)*
- J448 Advertising Campaigns  
or J449 Advanced Advertising Campaigns "Ad Team"

**Communication Studies**

- J314 Introduction to Media Studies
- One more course from List A Core Context\*:
- One more course from List B Core Context\*:
- Consult your JCOM advisor to choose one course from these areas:
- Video Production: \_\_\_\_\_
- Reporting: \_\_\_\_\_
- Magazine Writing: \_\_\_\_\_
- Photography: \_\_\_\_\_
- Multimedia: \_\_\_\_\_
- J413 Communication Studies Capstone

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

**Journalism**

- J361 Reporting I
- Choose one:  J462 Reporting II
- J483 Journalistic Interview
- Choose three Pathway courses (these courses must be approved by your Journalism faculty advisor). Be careful of prerequisites!
- J331 Digital Video Production
- J333 Writing for Multimedia
- J365 Photojournalism
- J371 Feature Article Writing I
- J416 Survey of the Documentary
- J419 Editing Theory & Production
- J421 Documentary Production
- J432 Reporting for Electronic Media
- J434 Advanced TV News
- J461 Newspaper Editing
- J463 Specialized Reporting\* [Topic]  
*(\*Any J463 topic will count)*
- J464 Newspaper Design
- J465 Cyberjournalism
- J466 Advanced Photojournalism\* [Topic]  
*(\*Any J466 topic will count)*
- J468 Advanced Newspaper Editing
- J472 Feature Article Writing II
- J473 Magazine Feature Editing
- J474 Magazine Industry & Strategies
- J475 FLUX Magazine Production
- J476 Magazine Design & Production

**Public Relations\***

- J350 Principles of Public Relations
- J440 Strategic Writing & Media Relations
- J452 Strategic Public Relations Communication
- J453 Strategic Planning & Cases
- J454 Public Relations Campaigns

\* **Public Relations students must include J495 Research Methods: Strategic Communication as one of their Core Context classes.**