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

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

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*

For PR students only:
_____ J494 Strategic Communication Research Methods

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

Honors Thesis:
_____ Thesis Prospectus Workshop (1 credit)
_____ Thesis Project
(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.
104 Non-journalism credits: Any prefix/subject code other than J.

**EARNED:**

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](http://journalism.uoregon.edu/literature) for a full list of courses eligible for this requirement.

**EARNED:**

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:**

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:**

8 credit hours in three additional subject areas chosen from subjects in the College of Arts and Sciences: Eligible subject codes are: AEIS, AFIR, ANAT, ANTH, ARB, ASMA, ASL, ASTR, BI, CAS, CH, CHN, CIS, CIT, CLAS, COLT, CRWR, DANE, EALL, EC, ENG, ENVIS, ES, EURO, FINN, FLR, FR, GEOG, GEOL, GER, GRK, HBRW, HC, HIST, HPHY, HUM, INDO, INTL, ITAL, JST, 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.

**EARNED:**

ADDITIONAL BLOCK #1 (two courses):

ADDITIONAL BLOCK #2 (two courses):

ADDITIONAL BLOCK #3 (two courses):

**SOIC 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
- 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 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.