**Requirements for the Bachelor of Arts in Journalism**

**Gaylord College of Journalism and Mass Communication**

**The University of Oklahoma**

For Students Entering the Oklahoma State System for Higher Education:
- Summer 2002
- through Spring 2003

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### Minimum Credit Hours and Grade Averages Required

<table>
<thead>
<tr>
<th>Credit Hours:</th>
<th>Total</th>
<th>Upper-Division Within Total</th>
<th>Major</th>
<th>Upper-Division Within Major</th>
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<tbody>
<tr>
<td></td>
<td>130</td>
<td>48</td>
<td>36</td>
<td>21-30</td>
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<table>
<thead>
<tr>
<th>Grade Point Averages:</th>
<th>Combined OU/Transfer</th>
<th>OU</th>
<th>Last 60 Hours</th>
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<tr>
<td></td>
<td>2.25</td>
<td>2.00</td>
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### General Education and College Requirements

Courses graded S/U or P/NP will not apply.

University-Wide General Education Requirements (minimum 40 hours)

**Core Area I: Symbolic and Oral Communication** (9-19 hours, 3-5 courses)
- English 1113, Principles of English Composition
- English 1213, Principles of English Composition
- Foreign Language (0-10 hours, 2 courses in the same language). May be met by successful completion of 2 years of the same foreign language in high school
  1. Beginning Course, 0-5 hours
  2. Beginning Course, continued, 0-5 hours
- Mathematics (3 hours, 1 course)

**Core Area II: Natural Science** (7 hours, 2 courses). Courses must be taken from different disciplines in the biological and/or physical sciences, one of which must include a laboratory.

1. _______________________
2. _______________________

**Core Area III: Social Science** (6 hours, 2 courses)
- Political Science 1113, American Federal Government
- and one additional course:

  1. _______________________
  2. _______________________

**Core Area IV: Humanities** (12 hours, 4 courses)
- Understanding Artistic Forms (3 hours, 1 course)
- History 1483, U.S., 1492-1865, or History 1493, U.S., 1865-Present, and one additional course:
  1. _______________________
  2. _______________________
- Non-Western Culture (3 hours, 1 course)

**Senior Capstone Experience** (3 hours, 1 course): _______________________

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### Major Requirements

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<th>Hours</th>
<th>Major Support Requirements</th>
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**JOURNALISM & MASS COMMUNICATION**

<table>
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<th>Hours</th>
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<td>3</td>
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- Intro. to Mass Communication
- Writing for Mass Media
- Introduction to Advertising
- Advertising Research
- Advertising Copy & Layout
- Advertising Media
- Contemporary Problems in Advertising
- Advertising Campaigns (Capstone)
- Mass Communication Law

Nine elective hours of JMC:
- Advanced Copywriting
- Radio-TV Sales
- Internship
- Typography and Design

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### Free Electives

Requirements for admission to the Gaylord College of Journalism and Mass Communication are outlined on the back of this page.

Electives to bring total applicable hours to 130 including 48 upper-division hours.

A maximum of 40 hours of journalism and Mass Communication may be counted in the 130 hours required for graduation. No student will be awarded a BA in Journalism degree without completing at least 90 semester credit hours outside the College. At least 65 of these hours must be in liberal arts and sciences courses.

A grade of C or better is required in all Journalism and Mass Communication courses.

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Additional Gaylord College of Journalism and Mass Communication Requirements

**I. Foreign Language** (0-3 hours). One course at the intermediate level or demonstrated competency at that level.

Intermediate Course, 0-3 hours

**II. Western Civilization** (6 upper-division hours, 2 courses). Must be outside the major and in addition to University General Education Core IV

1. _______________________
2. _______________________

5-02
INFORMATION CONCERNING GENERAL RULES, REGULATIONS AND MINIMUM REQUIREMENTS

TOTAL HOURS: A Bachelor of Arts in Journalism degree requires 130 hours, 48 of which must be upper-division (3000-4000 level courses). Transfer work will be counted as lower-division or upper-division credit depending on the level at which it was offered at the institution where the work was taken. All two-year college work is considered to be lower-division.

HOURS BY EXAM, CORRESPONDENCE STUDY AND/OR EXTENSION: A maximum of 31 semester hours (or 1/4 of the total hours required for a preprofessional program of study) may be completed by a combination of exam, correspondence study and/or extension credit.

ATTENDANCE: Students who do not attend a JMC class or lab on the first day of class may be dropped from the class or lab.

TRANSFER WORK: A maximum of nine hours of transfer JMC coursework will apply toward the BA in Journalism. No JMC transfer work will be accepted after full admission to the College.

INDIVIDUAL STUDIES (e.g., courses titled “Independent Study”): A maximum of 12 total semester hours may be counted toward graduation.

REPEAT OF FAILED COURSEWORK: A student earning a grade of “F” in an upper-division course at OU may not repeat the course for credit at another institution without the prior written permission of the department that offered the course at OU. Once fully admitted to the College of Journalism and Mass Communication, no additional upper-division JMC transfer work will be accepted.

MILITARY, MILITARY IN-SERVICE, AND P.E. COURSES: A maximum of 16 semester hours total of basic skills courses; aerospace studies, military science, and naval science courses; advanced military in-service experience; and PE activity courses may be included in the minimum 124 semester hours required for graduation. No more than four of the 16 semester hours may be in PE activity courses.

SENIOR INSTITUTION HOURS: A minimum of 60 semester hours applied toward graduation must be earned at senior (4-year) institutions.

RESIDENCY:
- A minimum of 30 semester hours acceptable toward graduation must be earned in residence at OU, including at least 15 of the last 30 hours applied toward the degree.
- At least 15 semester hours of upper-division major work must be completed in residence at OU.
- OU correspondence courses are not considered resident credit.
- Credits earned via examination are neither resident nor nonresident credit.

SPECIAL DEGREES: Students may qualify for an Honors degree (cum Laude, Magna cum Laude, or Summa cum Laude) by completing specific requirements of the Honors College. A degree will be earned with Distinction if the student completes at least 60 semester hours at OU with at least a 3.60 combined retention GPA and OU retention GPA. A degree will be earned with Special Distinction if the student completes at least 60 semester hours at OU with at least a 3.90 combined retention GPA and OU retention GPA.

APPLICATION FOR GRADUATION: Students must apply for graduation during the term in which they complete their degree requirements in order to graduate in that term. Application forms are available in the Student Records Office, 118 Copeland Hall. The deadline for completion of all coursework to graduate in a particular term is the last day of classes in that term.

Requirements for full Admission to the College of Journalism and Mass Communication

All incoming freshmen or transfer students are classified as a Pre-Journalism major until the following requirements are met:
- Successfully pass the Language Skills Test (prior to enrollment in JMC 2033);
- Successfully complete 30 semester hours to include JMC 1013 (Introduction to Mass Communication) and 2033 (Writing for Mass Media) with a grade of C or better;
- Maintain a minimum combined retention grade point average of 2.25 on all work attempted, as well as a 2.25 on all major work.

Once admitted as a major in the School of Journalism you may choose a major in one of the following: Advertising, Broadcasting and Electronic Media, Journalism, Professional Writing, or Public Relations.

If you have any questions or advising concerns, please contact: Mary Anne Hempe, Coordinator Administrative Student Services (405) 325-5199 mahempe@ou.edu

COURSES IN ECONOMICS (ECON)

1113 Principles of Economics-Macro. The functioning and current problems of the aggregate economy: determination and analysis of national income, employment, inflation and stabilization; money and banking, monetary and fiscal policy, and aspects of international interdependence. Laboratory (F, Sp, Su)

1121 Principles of Economics-Micro. Goals, incentives and allocation of resources resulting from economic behavior with applications and illustrations from current issues: operation of markets for goods, services and factors of production; the behavior of firms and industries in different types of competition and income distribution. Laboratory (F, Sp, Su)

COURSES IN JOURNALISM AND MASS COMMUNICATION (JMC)

1013 Introduction to Mass Communication. Development, scope, functions and information resources of mass media, emphasizing the role of professionals in mass communication and in solving contemporary problems in the mass media. (F, Sp)

2033 Writing for the Mass Media. Prerequisite: 1013 or concurrent enrollment; passage of the school's writing skills test. Introduction to journalistic writing: the expository and persuasive formats; supervised practice in writing for the print, broadcast and photographic media; study of professional demands of organizing and presenting information in the various media. Laboratory (F, Sp)

3303 Introduction to Advertising. Prerequisite: 1013, 2033 or permission. Survey of the field of advertising and career areas within the field with emphasis on the relationship between marketing and advertising and the media which serve as channels of advertising communication. (F)

3333 Advertising Research. Prerequisite: 1013, 2033, 3303. Introduction to concepts of research. Survey and use of secondary and primary data sources as basis for formulating basic advertising plans, including advertising and communications goals and objectives. (Sp)

3353 Advertising Copy and Layout. Prerequisite: 1013, 2033, 3303 or permission. Principles and their application in advertising design and copywriting. Stress on the analysis of appropriate appeals and the development of advertising concepts to convey these through the various media. Emphasis on practice in making rough layouts and writing finished copy. Laboratory (Sp)

3363 Advertising Media. Prerequisite: 1013, 2033, 3303, 3333. Characteristics of the major advertising media. Problems of rates, coverage and costs of using various media mixes. Emphasis on the planning of the media schedule and its relationship to the creative strategy. (F)

3393 Advanced Copywriting. Prerequisite: 1013, 2033, 3303, 3333, 3353. Extended practice in application of creative copy principles for major advertising media including newspapers, magazines, radio and television. (Irreg.)

3673 Radio-Television Sales. Interpretation of sales, market and media data and use in making sales presentations on behalf of radio and television media. Emphasis is on creative use of these data regarding sales problems. (Irreg.)

3800 Internship. 2 to 3 hours. Prerequisite: 3.00 grade point average required with a total of seventy-five semester hours completed, fifteen in journalism and mass communication courses. May be repeated; maximum credit five hours. Participation in supervised internship experience; grade of S or U based on work performance, regular reports, on-site supervisor evaluation and assigned readings. (F, Sp, Su)

3813 Typography and Design. General survey of development of graphic arts. Emphasizes techniques, processes and procedures for putting words and illustration into print media primarily, with particular attention to elements of effective design. Laboratory (Sp)

G4333 Contemporary Problems in Advertising. Prerequisite: 1013, 2033, 3303, 3333. Survey of contemporary problems in advertising, including current social and economic criticisms, legal and self-regulation problems, and agency and media-related problems. (F)

4343 Advertising Campaigns. Prerequisite: 1013, 2033, 3303, 3333, 3353 and senior standing. This is the senior capstone course for the Advertising sequence. Working as members of competitive advertising agency teams, students research, plan, develop marketing, creative and media strategy and make formal presentations to a major client for a complete advertising campaign. (Sp)

4813 Mass Communication Law. Prerequisite: ninety hours, including thirteen hours of journalism and mass communication. Capstone course for the “journalism” sequence. Examines the principles by which the mass media exercise their public functions and fulfill the mission of the First Amendment. Areas studied include: the right to know, truth and fairness, responsibility, libel, privilege, fair comment, privacy, contempt, copyright, regulation of advertising and the rules, regulations and industry codes which affect the broadcast media. (F, Sp)

COURSES IN MARKETING (MKT)

3013 Principles of Marketing. Prerequisite: Economics 1113, 1123, Accounting 2113, 2123. An introduction to the study of consumer behavior, the marketing function of an organization; the environmental factors influencing marketing decisions; the discovery of market opportunities; the development of marketing strategy; and the development of marketing programs. (F, Sp, Su)