

Perley Isaac Reed School of Journalism

Maryanne Reed, M.S.J., Dean

journalism.wvu.edu

Degree Offered

Bachelor of Science in Journalism

Specialized Programs (Majors): Advertising, Broadcast News, News-Editorial, Public Relations

The WVU Perley Isaac Reed School of Journalism is a student-centered journalism school that has been graduating mass communications specialists since 1939. While rooted in tradition, the School also offers an innovative, student-centered curriculum and real-world experiences that prepare students for careers in 21st century mass communications. Our students learn by doing, using state-of-the-art equipment and cutting-edge media technology. Our award-winning faculty work one-on-one with students to help launch their careers and dreams.

Accreditation

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) fully accredits the School of Journalism and its undergraduate programs: advertising, broadcast news, news-editorial, and public relations. More than 100 colleges and universities have earned ACEJMC approval. The school is also a member of the Association of Schools of Journalism and Mass Communications.

Equal Employment Opportunity and Affirmative Action Plan

West Virginia University is an equal opportunity/affirmative action institution. The University does not discriminate on the basis of race, sex, age, handicap, veteran status, religion, sexual orientation, color, or national origin in the administration of any of its educational programs or activities or with respect to admission and employment. The University neither affiliates with nor grants recognition to any individual, group, or organization having policies that discriminate on the basis of race, sex, age, handicap, veteran status, religion, sexual orientation, color, or national origin, as defined by the applicable laws and regulations. Faculty, staff, students, and applicants are protected from retaliation for filing complaints or for assisting in an investigation under the University's Equal Opportunity/Affirmative Action Plan. Inquiries regarding the University's non-discrimination policy may be directed to the Office of Social Justice, West Virginia University.

The School of Journalism (SOJ) endorses WVU's affirmative action plan and has historically applied the plan's principles in all school initiatives and activities. Assurance of equal opportunity and affirmative action procedures are included in both the University and School of Journalism guidelines for faculty recruitment.

To recruit minority students, faculty and professionals visit state high schools and community colleges, periodically send representatives to metropolitan area high schools with large African-American populations, respond quickly to minorities seeking information about the school, initiate contacts with high school counselors, and give special attention to minority internship/placement opportunities.

The school appreciates ethnic, racial, and cultural diversity among students, faculty, and staff; professors often incorporate historical and contemporary issues within their teaching and learning experiences. The school has a full-time enrollment coordinator who has minority recruitment and retention as a major responsibility.

All students take the Journalism Qualifying Examination, and the school provides free tutoring and study packets through the SOJ Advising Center. Students seeking more information should contact Jan Boyles, the School's enrollment coordinator, at jan.boyles@mail.wvu.edu. The school gives consideration to both minorities and West Virginians in its admissions procedures.

Professional Relations

A close relationship is maintained with the mass media through the West Virginia Press Association, the West Virginia Broadcasters Association, the West Virginia Associated Press Broadcasters Association, Public Relations Society of America, American Advertising Association of America, American Advertising Federation, Business and Professional Advertising Association, National Press Photographers Association, and the Society of Professional Journalists. These groups have provided educational and financial support to the school, along with internships and job opportunities.

Every year, the school brings in professionals to give students advice on how to land their first job, write resumes, produce professional portfolios, and conduct themselves on job interviews. They also interview students for internships and permanent jobs.

Each spring, the school celebrates excellence in journalism and mass communications by hosting Journalism Week. During J-Week, award-winning journalists and communicators inspire students by sharing their experiences and their strategies for success. These are in addition to the many top speakers the school brings to campus throughout the year. Recent speakers include *Newsweek* investigative reporter Michael Isikoff, award-winning environment journalist and author Andrew Revkin of *The New York Times*, and two-time Pulitzer Prize-winning editorial cartoonist Mike Luckovich of the *Atlanta Journal-Constitution*. In January of 2006, the School hosted a national forum on media coverage of the Sago Mine Disaster. The panel was televised in its entirety on C-SPAN and included journalists from CBS, CNN, *USA TODAY*, the *New York Post*, and the *Charleston Gazette*.

Experiential Learning

Students gain real-world experience in their capstone courses, as well as with special projects.

In the *Newspaper Bureau Reporting* class, students write for newspapers across the region and state. Students write spot news, feature stories, and sports for newspapers across the region. They are coached, edited, and mentored by experienced professionals. In the *Advanced TV Reporting and Producing* class, students produce newscasts that air statewide on West Virginia Public Television. In advertising and public relations, students produce campaigns for real clients that include healthcare and hospitals, non-profit organizations, and small businesses.

Faculty and students work together on high-profile journalism projects that impact the community and give students valuable hands-on experience. In fall 2001, students began work on a two-year project chronicling the stories of people facing and fighting cancer. *The Cancer Project* resulted in an Emmy Award-winning documentary that aired on public television and a book published by West Virginia Press.

In 2003, the School of Journalism spearheaded a statewide effort to preserve the oral histories of West Virginia veterans for the national Veterans History Project, sponsored by the Library of Congress. Students working with the West Virginia's Veterans History Project have recorded the histories of more than 100 veterans and conducted workshops throughout the state, teaching civic organizations how to gather additional histories. The students' work has led to the Library of Congress calling WVU one of its "strongest partners."

In September 2005, journalism students began documenting stories of Hurricane Katrina evacuees who were temporarily relocated to Camp Dawson in Preston County, West Virginia. The following December, students followed some of the evacuees to New Orleans as they returned to their homes for the first time after the storm. Their reporting resulted in the interactive, multimedia Web site *Starting Over: Loss and Renewal in Katrina's Aftermath*. The site features multimedia stories of evacuees in West Virginia and New Orleans, personal narratives of survival and hope, and an interactive discussion forum (<http://katrinaproject.journalism.wvu.edu/>). *Starting Over* was recently named as a top-three finalist in the Society of Professional Journalists' Mark of Excellence national competition and won a Best of Festival Award from the Broadcast Education Association's annual Festival of Media Arts competition.

Journalism Organizations

Several organizations affiliated with the School of Journalism provide honor and recognition as well, as fellowship and education. They are:

American Advertising Federation, a professional advertising fraternity.

Kappa Tau Alpha, a national scholastic honorary for students with exceptional academic records in journalism.

Public Relations Student Society of America, a national public relations professional organization.

Diversity in Media Association (DIMA), an organization affiliated with a national professional association, whose purpose is to enhance media career opportunities for all types of minority students.

The Society of Professional Journalists, a professional society for news-editorial and broadcast news majors.

Nature of Program

School of Journalism graduates earn a bachelor of science in journalism degree (B.S.J.) and are trained in critical thinking skills, schooled in the liberal arts, and tutored in teamwork and strategic planning. The school strives to produce graduates who can serve the state, the nation, and the world with outstanding work, accomplished in an ethical manner, attuned to the demands and dynamics of 21st century mass communications.

Community outreach and service learning are incorporated into our print and online journalism, broadcast news, public relations, advertising, and integrated marketing communications programs. Teaching in all the program areas embraces a coaching/mentoring philosophy that results in real products—stories, broadcasts, campaigns, and projects—that are published and adopted by real clients. Our students learn by doing in an intimate, hands-on environment. Community partnerships and internships help prepare our students for professional careers.

The School of Journalism offers more than \$75,000 in scholarships to its students each year. (Pre-journalism majors are not eligible for these awards.)

Alumni research shows that 98 percent of students who graduate from the WVU Perley Isaac Reed School of Journalism find jobs in their fields or attend graduate school within a year. While they are still in school, our students get a foot in the door at top regional and national newspapers, TV stations, public relations firms, and advertising agencies—thanks to our strong internship program. Students can earn money and course credit for their internship work. Students also have the opportunity to work for U-92 (the campus radio station) and for the *Daily Athenaeum* (the daily student newspaper). Journalism students also work part-time at local newspapers, television affiliates, private firms, and non-profit organizations.

Journalism students learn by using state-of-the-art equipment and media technology, such as Photoshop, Final Cut Pro, Quark, and InDesign. Students also have access to digital video and still cameras and a professional television studio. In the fall of 2005, the school opened the doors to its Jim and Marsha Blair Multimedia Studio, which houses a multimedia editing suite and photography studio. The school's main lecture hall, Room 205, underwent extensive upgrades in late 2004, including room renovations, new seating, lighting, and a state-of-the-art teaching system for multimedia instruction.

Admission to the School of Journalism

Students interested in majoring in journalism must first apply to West Virginia University and be accepted. To be eligible for direct admission into the School of Journalism, students must have at least a 2.5 unweighted high school GPA and either a 22 ACT English score or a 520 SAT verbal score. Other students may declare a Pre-Journalism major. All students must take the Journalism Qualifying Exam (JQE). Direct admits will gain full admission into the School of Journalism upon earning a competitive score on the JQE and completing an application for major status. Pre-journalism majors will apply for admission into the school while enrolled in Journalism 215.

To gain enrollment in Journalism 215, all students must earn a grade of C or better in Journalism 101, English 101 and 102, and ULIB 101. Students must also earn a competitive score on the JQE. Students are allowed to take the JQE up to three times.

Priorities for Admission to Journalism 215 and Major Program Specific Courses

Students who meet the basic criteria for JRL 215 admission will be ranked by an index score derived from a combination of every individual's cumulative GPA (minimum 2.0) and JQE score. Only 1030 (pre-journalism) and 4930 (direct admission journalism) majors may apply to be enrolled in JRL 215.

Priority for admission to JRL 215 will go to competitive students who possess all the class prerequisites and who complete a JRL 215 form located in 108 Martin Hall. Students will be notified by e-mail when they are placed in the class.

Courses for Non-Majors

JRL 101, JRL 220, ADV 215, BN 215, and PR 215 are open to all WVU students on a first-come, first-served basis. Anyone may enroll in a maximum of six of these hours beyond JRL 101 before being admitted to the SOJ. Those who attempt to enroll in other journalism-related courses but who lack the appropriate prerequisites will be removed from such classes. Students minoring in the school may take specified courses online during summer school.

The school offers several courses as a part of the University's General Education Curriculum, including JRL 101 *Introduction to Mass Communication*; JRL 261 *Documentary Film in America*; ADV 201 *Advertising and Society*; and BN 215 *Electronic Media and Society*.

Scholarships

The School of Journalism offers scholarships each year to eligible students. Students with a 3.0 or better cumulative GPA may apply to the school's Scholarship Committee during the spring selection period. All students applying for scholarships must file a FAFSA form by March 1, even if they are not eligible for need-based aid. Awards are generally based on academic performance, financial need, and sometimes residency.

Choosing an SOJ Major

Direct admission students are admitted to the school upon admission to the University and declare their majors during their orientation class, once they have achieved a competitive score on the Journalism Qualifying Exam. They still must meet all the regular pre-requisites for JRL 215 prior to enrolling in the course. Pre-journalism majors will apply for major status while they are enrolled in JRL 215.

Graduation Requirements

Journalism majors earn a bachelor of science in journalism (B.S.J.) degree that requires a minimum of 128 credit hours. Included in those 128 hours are a 30–38 credit-hour major; a 15-hour-or-more minor; 34 hours of non-journalism requirements; a 42-hour General Education Curriculum; and general electives to bring the total number of credit hours to at least 128. The School of Journalism specifies many General Education Curriculum and non-major requirement courses. Some courses are available only once a year; it is the student's responsibility to arrange his/her schedule accordingly. Please note that while some classes can count in more than one category, students still need to complete at least 128 credit hours. Students will take most of their major courses during their junior and senior years. Undergraduate students major in one of the four program areas: advertising, broadcast news, news editorial, and public relations.

The School of Journalism will accept no more than 12 journalism/journalism-related courses from colleges and universities outside West Virginia's university system. Students may not double major, but they can pursue a dual-degree program. To earn a second baccalaureate degree, students must complete at least 158 credit hours (30 hours beyond the first bachelor's degree); students with one bachelor's degree may seek a bachelor's degree in journalism. In either case, students must have their academic plan approved by the dean's office.

Scholastic Requirements

To be eligible for graduation, students must earn a minimum 2.0 cumulative grade point average; minor requirements are set by the offering colleges. Students also must earn a grade of C or better in all journalism, advertising, broadcast news, news-editorial, and public relations prerequisite courses to advance in any discipline. Students who do not will be administratively deleted from courses without notification. Students must earn a grade of C or better in all major courses that are counted towards their graduation requirements.

To be sure about progressing appropriately, students must see their advisor each semester for scheduling classes. In addition, during the semester prior to applying for graduation, students must attend a graduation planning session.

Academic Minors and Second Concentration Fields

Students must complete either an officially sanctioned minor or an area of concentration outside at the School of Journalism. An area of concentration consists of 15 hours of coursework in a single discipline with at least nine of the hours at the 300-level or higher. Students may not take an area of concentration in a field where there is an existing minor. Students must consult with their advisor before starting an area of concentration and are strongly encouraged to take an official minor.

Full-Time Load/Probation

Students may not enroll for more than 19 hours in a single term or 13 hours in two summer sessions without permission from the dean's office. A student can take 20 or more hours only with the advisor's and dean's office approval.

If on probation, a student shall not take more than 12 hours of coursework in an academic term.

Withdrawal from Class or University

All students enrolled in journalism courses may withdraw from a course with a W grade until the University's withdrawal date (see the University calendar). After that, students may withdraw only with the approval of the School of Journalism's Committee on Academic Standards and will receive a W or WU grade.

Students who need to take a leave of absence for a semester or more need to complete an application with the Office of Student Life.

Internship/Practicum Credit

Students may choose any of the following options when taking an internship or practicum:

- Resume experience—no college credit or monetary compensation
- Experience—paid, but not for credit
- Experience—college credit plus monetary compensation
- Experience—college credit but no monetary compensation

Typically students choose to do an internship/practicum for credit because the employer requires it or the student needs the elective journalism credit(s). Students who elect to do an internship/practicum for credit must see Pam Hanson, internship coordinator, to be signed into JRL 441 (3 credits, typically done in the summer) or JRL 442 (1–2 credits) and complete a contract. Students cannot receive credit retroactively, per school policy. One hundred hours of work equals one credit hour.

No more than ten percent of a student's 30–38 journalism credits (typically 1–3) can be earned via combined practica or an internship, in accordance with ACEJMC standards.

Job Placement

The School of Journalism faculty assist future graduates in finding desirable positions by acting as a placement clearinghouse for current students and alumni; the faculty also advise and assist students in the preparation of resumés and portfolios. Representatives of newspapers, magazines, public relations, broadcasting, and advertising firms frequently request that School of Journalism faculty provide applicants for job openings and internships.

Major Programs' Objectives

Advertising Program

Sang Lee , Ph.D., Chair

Advertising Program

The advertising curriculum is designed to prepare students for careers in the creation, sales, management, and production of advertising.

The minor or second concentration field(s) is subject to approval by your advisor; business administration is a common minor choice. Students in this major prepare for careers in advertising agencies, corporate advertising departments, direct marketing, retail advertising, promotion, and the media.

Major requirements for the advertising program include: JRL 101, JRL 215, JRL 421, JRL 489, NE 428, ADV 215, ADV 315, ADV 403, ADV 401 or 451, and ADV 459.

Required non-major classes include: BUSA 340 or ACCT 201, two semesters of the same foreign language, ULIB 101, POLS 102, POLS 220, PSYC 101, HIST 153, ECON 201, ECON 202, ENGL Lit (from approved list), BUSA 320 or BUSA 330.

Within the University's General Education Curriculum, the school requires that students complete the following: ENGL 101; ENGL 102; eight hours in same science, including at least one semester of lab science; the University math requirement—MATH 121/126 or equivalent; STAT 111 (or equivalent); HIST 152; JRL 115 or UNIV 101 (or equivalent); PHIL 100 or 130; JRL 101 (see major requirements); and one course each from the school's approved list of Objectives 4, 5, 7, and 9.

Broadcast News Program

Maryanne Reed, M.S.J., Chair

Students seeking careers in the electronic news media areas should pursue this curriculum.

Students produce news stories and programs in a state-of-the-art television studio and in digital editing suites. However, the focus of the curriculum is on basic news writing, editorial judgment, and the principles and practices of radio and television news production.

The curriculum integrates the mechanics of broadcast journalism with the ethical principles and norms exhibited by professionals. Such preparation helps students to develop their own communication skills and to appreciate radio, television, cable, and movies as communicative and journalistic arts. Additionally, these studies challenge the student's ability to evaluate and to criticize broadcast media functions, performance, responsibilities, and their influence in society.

Outside media professionals periodically serve as adjunct instructors and assist in some broadcast-news courses.

Major requirements for the broadcast news program include: JRL 101, JRL 210, JRL 215, JRL 489, NE 426, NE 428, BN 215, BN 319, BN 386, and BN 487. In addition broadcast news students must complete at least one of the following: BN 486, JRL 431, or any 400-level JRL, NE, or BN class.

Required non-major classes include: BUSA 340 or ACCT 201, two semesters of the same foreign language, ULIB 101, POLS 102, POLS 220, PSYC 101, HIST 153, ECON 201, ECON 202, ENGL Lit (from approved list), and a public speaking course (COMM 103, SPA 270 or THET 102).

Within the University's General Education Curriculum, the school requires that students complete the following: ENGL 101; ENGL 102; eight hours in same science, including at least one semester of lab science; the University math requirement—MATH 121/126 or equivalent; STAT 111 (or equivalent); HIST 152; JRL 115 or UNIV 101 (or equivalent); PHIL 100 or 130; JRL 101 (see major requirements); and one course each from the school's approved list of Objectives 4, 5, 7, and 9.

News-Editorial Program

John Temple, M.F.A., Chair

The news-editorial program teaches fact-gathering, news and feature writing, beat reporting, editing, design, immersion reporting, journalism history and law, ethics, online research and writing, public affairs reporting, investigative reporting, editorial and critical writing, as well as visual journalism. Students in the news-editorial major complete a core curriculum along with taking an area of emphasis in either news or visual journalism.

Most news-editorial graduates have found employment with newspapers, magazines, online publications, and international press associations. Some graduates, however, have entered broadcasting or public relations; still others occupy writing and editing positions in scientific fields, business, industry, and government.

As a condition of graduation, news-editorial majors are required to have 500 or more column inches of bylined writing published in campus or off-campus news media. At least 100 of these inches must be published following the junior year. News-editorial students frequently earn a minor in political science, history, general English, creative writing English, sociology, or business administration.

Core requirements for the news-editorial major include: JRL 101, JRL 210, JRL 215, JRL 318, JRL 489, NE 428, and NE 459. Students taking the news area of emphasis are required to take NE 426; they must also complete at least two of the following courses: NE 418, NE 420, NE 427, NE 430, JRL 220, JRL 320, JRL 431, JRL 440. Other upper-division NE, JRL, or BN courses may be included with approval of the news-editorial sequence head. Students taking the visual journalism area of emphasis are required to take JRL 220 and JRL 431; they must also complete at least one of the following courses: JRL 320 and JRL 440.

Required non-major classes include: BUSA 340 or ACCT 201, two semesters of the same foreign language, ULIB 101, POLS 102, POLS 220, PSYC 101, HIST 153, ECON 201, ECON 202, ENGL Lit (from approved list), and one additional GEC class from Objectives 4, 5, 7, or 9.

Within the University's General Education Curriculum, the school requires that students complete the following: ENGL 101; ENGL 102; eight hours in same science, including at least one semester of lab science; the University math requirement—MATH 121/126 or equivalent; STAT 111 (or equivalent); HIST 152; JRL 115 or UNIV 101 (or equivalent); PHIL 100 or 130; JRL 101 (see major requirements); and one course each from the school's approved list of Objectives 4, 5, 7, and 9.

Public Relations Program

R. Ivan Pinnell, Ph.D., Chair

Public relations offers challenging opportunities to align the interests of industrial, non-profit, educational, medical, military, or charitable organizations with those of their publics.

The curriculum is organized to provide a comprehensive familiarity with specialized forms (brochures, reports, slides, speeches, and the like). In addition to public relations, students learn principles of persuasion and media technology.

Public relations majors are encouraged to select minors that will provide a deeper understanding of personal and interpersonal relationships (political science, sociology, anthropology, or business administration) or a second concentration field that will enhance the student's projected area of practice (psychology, general business, environment, health, or a science-related subject).

Major requirements for the public relations program include: JRL 101, JRL 215, JRL 318, JRL 489, NE 428, PR 215, an editing/design course (PR 319, PR 333, JRL 319, or ADV 319) PR 324, PR 422, and PR 459.

Required non-major classes include: BUSA 340 or ACCT 201, two semesters of the same foreign language, ULIB 101, POLS 102, POLS 220, PSYC 101, HIST 153, ECON 201, ECON 202, ENGL Lit (from approved list), and a public speaking course (COMM 103, SPA 270, or THET 102).

Within the University's General Education Curriculum, the school requires that students complete the following: ENGL 101; ENGL 102; eight hours in same science, including at least one semester of lab science; the University math requirement—MATH 121/126 or equivalent; STAT 111 (or equivalent); HIST 152; JRL 115, or UNIV 101 (or equivalent); PHIL 100 or 130; JRL 101 (see major requirements); and one course each from the school's approved list of Objectives 4, 5, 7, and 9.

Minors and Special Programs

Advertising Minor

Students in colleges and units outside of the P.I. Reed School of Journalism may earn a minor in advertising online during summer sessions by completing the following courses and meeting the requirements as stated below. (Changes are pending to the advertising minor. Contact Dr. Ralph Hanson at sojexlearning@mail.wvu.edu for the latest requirements.)

Course Requirements	Prerequisites and Schedule	Hrs.
JRL 101 <i>Introduction to Mass COMM</i>	May be taken any term, in classroom, or online.	3
ADV 215 <i>Principles of Advertising</i>	May be taken any term, in classroom, or online.	3
ADV 315 <i>Advertising Copywriting</i>	ADV 215.....	3
ADV 403 <i>Media Analysis</i>	Must be taken online during summer. ADV 215.....	3
ADV 459 <i>Campaigns</i>	Must be taken online during summer. ADV 215, 315, 403.....	3
	Must be taken online during summer.	

To earn a minor in advertising a student must earn a grade of C or better in each of the five courses.

The advertising minor is not available to any student enrolled in the P.I. Reed School of Journalism.

Successful completion of the minor in advertising will be recorded on the student's official transcript.

Journalism Education Program

The School of Journalism has worked for a number of years with West Virginia journalism teachers and administrators to improve their instruction and school publications. An even greater effort has been made over the past decade through regional high school workshops, critiques of school papers, the West Virginia University High School Journalism Competition, and individual consultation with newspaper and yearbook advisors by School of Journalism faculty.

One of the outgrowths of these cooperative efforts is a certification program in journalism. The School of Journalism provides courses for the five-year master's program in the WVU College of Human Resources and Education, which requires a primary teaching field besides journalism.

Curriculum Requirements

Suggested Four-Year Advertising Schedule

First Year

First Semester	Hrs.	Second Semester	Hrs.
Take JQE.....	N/A	Obj. 1 ENGL 102.....	3
Obj. 1 ENGL 101	3	Obj. 2 Same Science.....	4
Obj. 6 PHIL 100 or 130.....	3	Obj. 3 HIST 152.....	3
Obj. 2 Lab Science	4	POLS 102.....	3
Obj. 5 course from approved list.....	3	ULIB 101	1
Obj. 6 JRL 115/UNIV 101 (or equivalent)	1	Total	14
Obj. 8 JRL 101.....	3		
Total	17		

Second Year

Third Semester	Hrs.
Obj. 2 MATH 121 (or other MATH)...	3
Foreign Language	3
Obj. 4 course from approved list.....	3
HIST 153	3
ENGL Lit. from approved list	3
JRL 215	3
Total	18

Fourth Semester	Hrs.
Obj. 2 STAT 111 (or equivalent).....	3
PSYC 101	3
Same Foreign Language.....	3
ADV 215	3
POLS 220.....	3
Obj. 9 course from approved list	3
Total	18

Third Year

Fifth Semester	Hrs.
ECON 201	3
ADV 315	3
ADV 403	3
NE 428.....	3
Minor/2nd Concentration	3
ACCT 201/BUSA 340	3
Total	18

Sixth Semester	Hrs.
ADV 401/451	3
JRL 421	3
ECON 202.....	3
Minor	3
BUSA 320/330.....	3
Total	15

Fourth Year

Seventh Semester	Hrs.
Obj. 7 course from approved list.....	3
Minor.....	3
Minor.....	3
JRL 489	3
General Elective	0-6
Total	12-18

Eighth Semester	Hrs.
ADV 459	3
JRL Electives	0-7
Minor	6
General Elective	3
Total	12-19

Note: The School of Journalism specifies many General Education Curriculum and non-major requirement courses. Some courses are available only once a year; it is the student's responsibility to arrange his/her schedule accordingly.

Suggested Four-Year Broadcast News Schedule

First Semester	Hrs.
JQE.....	N/A
Obj. 1 ENGL 101	3
Obj. 6 PHIL 100 or 130.....	3
Obj. 2 Lab Science	4
Obj. 5 course from approved list.....	3
Obj. 6 JRL 115/UNIV 101 (or equivalent).....	1
Obj. 8 JRL 101.....	3
Total	17

Second Semester	Hrs.
Obj. 1 ENGL 102	3
Obj. 2 Same Science.....	4
Obj. 3 HIST 152.....	3
POLS 102.....	3
ULIB 101	1
Total	14

Second Year

Third Semester	Hrs.
Obj. 2 MATH 121 (or other MATH)...	3
Foreign Language	3
Obj. 4 course from approved list.....	3
HIST 153	3
ENGL Literature from approved list..	3
JRL 215	3
Total	18

Fourth Semester	Hrs.
Obj. 2 STAT 111 (or equivalent).....	3
Obj. 9 course from approved list	3
PSYC 101.....	3
Same Foreign Language.....	3
JRL 210	3
BN 215	3
Total	18

Third Year

Fifth Semester	Hrs.
ECON 201	3
POLS 220	3
BN 319	3
NE 428.....	3
Minor/2nd Concentration	3
ACCT 201/BUSA 340	3
Total	18

Sixth Semester	Hrs.
ECON 202	3
BN 386	3
JRL 489	3
Approved 400-level course.....	3
Minor	3
COMM 103, SPA 270 or THET 102 ..	3
Total	18

Fourth Year

Seventh Semester	Hrs.
Obj. 7 course from approved list.....	3
NE 426.....	3
Minor.....	3
Minor.....	3
Total	12-16

Eighth Semester	Hrs.
BN 487	3
Major Electives	3-7
Minor	6
General Elective	3
Total	15-19

Note: The School of Journalism specifies many General Education Curriculum and non-major requirement courses. Some courses are available only once a year; it is the student's responsibility to arrange his/her schedule accordingly.

Suggested Four-Year News-Editorial Schedule

First Semester	Hrs.
Take JQE.....	N/A
Obj. 1 ENGL 101	3
Obj. 6 PHIL 100 or 130.....	3
Obj. 2 Lab Science	4
Obj. 5 course from approved list.....	3
Obj. 6 JRL 115/UNIV 101 (or equivalent).....	1
Obj. 8 JRL 101.....	3
Total	17

Second Semester	Hrs.
Obj. 1 ENGL 102	3
Obj. 2 Same Science.....	4
Obj. 3 HIST 152.....	3
POLS 102.....	3
ULIB 101	3
Total	16

Second Year

Third Semester	Hrs.
Obj. 2 MATH 121 (or other MATH)...	3
Obj. 4 course from approved list.....	3
Foreign Language	3
HIST 153	3
ENGL Literature from approved list..	3
JRL 215	3
Total	18

Fourth Semester	Hrs.
Obj. 2 STAT 111 (or equivalent).....	3
Obj. 7 course from approved list	3
PSYC 101.....	3
Same Foreign Language.....	3
JRL 210	3
JRL 318	3
Total	18

Third Year

Fifth Semester	Hrs.
ECON 201	3
JRL 319	3
NE Area of Emphasis course	3
POLS 220	3
Minor/2nd Concentration	3
ACCT 201/BUSA 340	3
Total	18

Sixth Semester	Hrs.
ECON 202	3
NE Area of Emphasis course	3
JRL 489	3
Minor	3
Any unused course from Obj. 4, 5, 7 or 9 lists.....	3
Total	15

Fourth Year

Seventh Semester	Hrs.
Obj. 9 course from approved list.....	3
NE Area of Emphasis course	3
NE 428.....	3
Minor.....	3
Minor.....	3
General Elective	0-3
Total	15-18

Eighth Semester	Hrs.
NE 459	3
JRL Electives.....	0-7
Minor	6
General Elective	3
Total	12-19

Note: The School of Journalism specifies many General Education Curriculum and non-major requirement courses. Some courses are available only once a year; it is the student's responsibility to arrange his/her schedule accordingly.

Suggested Four-Year Public Relations Schedule

First Year

First Semester	Hrs.
JQE.....	N/A
Obj. 1 ENGL 101	3
Obj. 6 PHIL 100 or 130.....	3
Obj. 2 Lab Science	4
Obj. 5 course from approved list.....	3
Obj. 6 JRL 115/UNIV 101 (or equivalent)	1
Obj. 8 JRL 101.....	3
Total	17

Second Semester	Hrs.
Obj. 1 ENGL 102	3
Obj. 2 Same Science.....	4
Obj. 3 HIST 152.....	3
POLS 102.....	3
ULIB 101	1
Total	14

Second Year

Third Semester	Hrs.
Obj. 2 MATH 121 (or other MATH)....	3
Obj. 4 course from approved list.....	3
Foreign Language	3
HIST 153	3
ENGL Literature from approved list..	3
JRL 215	3
Total	18

Fourth Semester	Hrs.
Obj. 2 STAT 111 (or equivalent).....	3
Obj. 7 course from approved list	3
PSYC 101.....	3
Same Foreign Language.....	3
JRL 318	3
PR 215	3
Total	18

Third Year

Fifth Semester	Hrs.
ECON 201	3
POLS 220	3
PR 319 or approved equivalent.....	3
NE 428.....	3
Minor/2nd Concentration	3
ACCT 201/BUSA 340	3
Total	18

Sixth Semester	Hrs.
ECON 202	3
PR 324	3
JRL 489.....	3
Minor	3
COMM 103, SPA 270 or THET 102 ..	3
Total	15

Fourth Year

Seventh Semester	Hrs.
Obj. 9 course from approved list.....	3
PR 422.....	3
Minor.....	3
Minor.....	3
General Elective	0-5
Total	12-17

Eighth Semester	Hrs.
PR 459	3
JRL Electives.....	0-7
Minor	6
General Elective	3
Total	12-19

Note: The School of Journalism specifies many General Education Curriculum and non-major requirement courses. Some courses are available only once a year; it is the student's responsibility to arrange his/her schedule accordingly.