Journalism: Advertising

The University of Oregon undergraduate program is based on the premise that the best professional communicator is broadly educated. In accordance with national accrediting standards, students must take at least 104 credits in courses outside the School of Journalism and Communication. A maximum of 76 credits in the 180-credit undergraduate program may be in journalism and communication courses. Students learn about media practice and effects. They study the role of the media in society, the history of journalism, visual communication, the ethics of media practices, the economics of the media, new media technologies, international communication, diversity in the media, and the legal and social responsibilities of the media.

In addition, undergraduates take a two-term series of courses called Gateway to Media that immerses them in the fundamentals of digital storytelling, including multimedia story development and delivery across traditional, digital, and social platforms. The intent of this series of courses is to develop basic literacies and competencies for students who engage in collaborative media projects.

Majors are encouraged to consider a second major or a minor in a field related to their career goals. Preparation in a second field is a valuable addition to a student's education and enhances employability.

Many students are active in campus affairs, working for the campus newspaper; the university's radio station; the student-run advertising, design, video, and public relations agencies; the award-winning *Flux* and *Ethos* magazines; television and online programs; and alternative and online publications, including *OR Magazine*, the first student-produced iPad publication. The school also encourages them to participate in UO chapters of Ed on Campus, Ad Society, National Broadcasting Society, National Press Photographers Association, Public Relations Student Society of America, Society of Professional Journalists, and such national venues as the One Club for Art and Copy. Internships are encouraged and available at newspapers, magazines, broadcast stations, advertising agencies, public relations offices, nonprofit organizations, government offices, video production firms, online publications, and public policy offices.

The best preparation for journalism majors is a broad college-preparatory program with emphasis on language skills, English literature, economics, history, and the political and social sciences. Prospective students also benefit from the study of mathematics, statistics, computer applications, and second languages.

Community college students planning to transfer to the School of Journalism and Communication should concentrate on college-transfer courses, especially in literature, economics, and history, that fulfill university requirements and the school's general-studies requirements. Almost all professional courses are taken at the School of Journalism and Communication. Advising material is available to community college students online.

- **Bachelor of Arts**
- **Bachelor of Science**

Undergraduate Studies

The role of the school's undergraduate program is to provide students with the creative, critical, and problem-solving skills they need to become ethical, professional communicators and critical media consumers.

Premajor Admission

New students planning to major in journalism enter the university as premajors and do not need to meet special admission requirements beyond the general university requirements.

Each premajor is assigned to a journalism and communication advisor who assists in planning programs, answering questions, and tracking progress toward admission as a major and toward graduation. Students should check with an advisor at least once a year to ensure that requirements are being met. In addition, students will be assigned a faculty advisor, who will guide them through the portfolio process. The director of student services for the school supervises undergraduate academic advising.

A university student in another major may switch to a journalism premajor online on the School of Journalism and Communication website. To become a premajor, a student must have a minimum cumulative grade point average (GPA) of 2.00 for all work at the University of Oregon.

Premajor Program

Students must complete the school's premajor core curriculum, and earn grades of C or better:

Code	Title	Credits
J 100	Media Professions	2
J 101	Grammar for Communicators	2
J 201	Media and Society	4
Total Credits		**8**

Admission as a Major

Admission to the School of Journalism and Communication is competitive. The faculty considers applications from premajor students who have

- completed 24 or more graded credits of course work at the University of Oregon, earning a cumulative UO GPA of at least 2.90
- completed College Composition I (WR 121) and College Composition II (WR 122) or College Composition III (WR 123) with grades of P or C– or better
- completed the school's premajor core curriculum

A student's GPA is a major factor in the admissions decision. Students with a GPA of 3.25 or higher are guaranteed admission to the major.

Applicants with grade point averages between 2.90 and 3.24 are evaluated and judged competitively by an admissions committee as applications are received. The admissions committee considers the requirements listed above and other materials that applicants submit, including a personal statement, letters of recommendation, and a portfolio. Students with a GPA below 2.90 may petition the committee for admission. The committee has the option of waiving any of the requirements listed above if evidence of a candidate's high potential for success in the major is presented and approved.

Transfer Students

Students transferring to the University of Oregon School of Journalism and Communication enter as premajors. They apply to the University of Oregon Office of Admissions and are accepted as premajors if they meet the university's general standards for admission. To be admitted to

major status, transfer students must meet the school's requirements for admission as a major (p. 1).

Transfer Credit

The School of Journalism and Communication accepts journalism credits earned at other colleges and universities as follows:

1. Credits earned at schools of journalism accredited by the Accrediting Council on Education in Journalism and Mass Communications are accepted for journalism credit and may fulfill specific course requirements
2. Journalism credits may be accepted from unaccredited journalism programs, but they may not be used to meet specific course requirements. They do count toward the 76-credit limit set by national accrediting standards
3. Regardless of the number of credits transferred, students must take at least 27 credits of journalism in residence to earn a degree from the University of Oregon
4. Students may not take more than 76 credits in journalism courses out of the 180 total credits required for a bachelor's degree. They may, however, add credits to the 180-credit total to accommodate extra journalism credits (e.g., take 186 credits to accommodate as many as 82 credits in journalism)
5. The school accepts equivalent courses taught at other colleges to meet the Media and Society (J 201) requirement for application to be a major, and may accept equivalent courses to meet other core requirements if approved by the associate dean for undergraduate affairs

Transfer students who want to discuss the transfer policy may consult the associate dean, director of student services, or academic advisors.

The school offers course work leading to bachelor of arts (BA) and bachelor of science (BS) degrees. Major requirements are the same for each. Differences between the two degrees are explained under Requirements for Bachelor of Arts and Bachelor of Science in the **Bachelor's Degree Requirements** (http://catalog.uoregon.edu/archive/2017-2018/bachelorrequirements) section of this catalog.

Bachelor of Arts in Journalism: Advertising Degree Requirements

Journalism Premajor Requirements		
J 100	Media Professions	2
J 101	Grammar for Communicators	2
J 201	Media and Society	4
Journalism: Advertising Major Requirements		
J 205	Gateway to Media I [1,2]	4
J 206	Gateway to Media II [1,3]	4
J 207	Gateway to Media III [4]	4
J 342	The Creative Strategist	4
Select three of the following:		12
J 443	Advertising Media Planning	
J 444	Agency Account Management	
J 457	Curiosity for Strategists	
J 458	Writing Design Concepts	
J 459	Branding and Content	
J 460	Brand Development: [Topic]	
J 448	Advertising Campaigns	4
or J 449	Advanced Advertising Campaigns	
Select two of the following: [5]		8
J 320	Gender, Media, and Diversity	
J 385	Communication Law	
J 387	Media History	
J 396	International Communication	
J 397	Media Ethics	
Select two of the following: [5]		8
J 412	Issues in Communication Studies: [Topic]	
J 467	Issues in International Communication: [Topic]	
J 495	Research Methods: [Topic]	
J 496	Communication Ethics and Law: [Topic]	
General Studies Requirements		
Literature courses [6,7]		16
History courses [7]		8
Economics courses [7]		8
General studies courses in three other subject codes within the College of Arts and Sciences [7]		24
Total Credits		**112**

1 Students must earn grades of mid-C or better. Grades for Gateway to Media I (J 205) and Gateway to Media II (J 206) are coordinated as an 8-credit unit in which students earn the same grade for both courses. In accordance with the school's policy, students must earn a C or better in Gateway to Media I (J 205) and Gateway to Media II (J 206) before advancing to Gateway to Media III (J 207).

2 Must be taken concurrently with Gateway to Media II (J 206).

3 Must be taken concurrently with Gateway to Media I (J 205).

4 Students must take course in the term immediately following Gateway to Media I (J 205) and Gateway to Media II (J 206) and must earn a C or better in Gateway to Media III (J 207) before advancing in the major. Students who fail to enroll in Gateway to Media III (J 207) in the term immediately following Gateway to Media I (J 205) and Gateway to Media II (J 206) or who fail to earn a C or better must repeat Gateway to Media I (J 205) and Gateway to Media II (J 206).

5 Students must take two 300-level and two 400-level context courses, such as ethics, history, law, diversity, or international communication.

6 Courses include the following:

- Literature courses taught by the Department of English and the Department of Comparative Literature. Courses in rhetoric, grammar, and cinema or television production do not count toward this requirement.
- Literature courses taught in English translation by foreign-language departments or the Department of Classics or courses that are cross-listed for major credit by these departments
- Introduction to the Humanities I-III (HUM 101–103)

One of the following categories may be used to satisfy 8 credits of this requirement:

- Courses taught in a second language that are part of a student's language program of study. Foreign-language courses used to fulfill the university's bachelor of arts requirement and writing courses used to fulfill the university composition requirement may not be used to fulfill the general-studies courses requirement.
- Courses treating film or television as literature that have significant reading and writing components.

[7] Courses numbered 196, 198, 199, 399–406, or 408–410 may not be used to fulfill these requirements. In addition to the literature, history, and economics block requirements, journalism students must complete three additional blocks. Each block consists of 8 credits of a subject offered by the College of Arts and Sciences. Eligible subjects codes are AEIS, AFR, ANTH, ARB, ASIA, ASL, ASTR, BI, CAS, CH, CHN, CINE, CIS, CIT, CLAS, COLT, CRWR, DANE, EALL, EC, ENG, ENVS, ES, EURO, FINN, FLR, FR, GEOG, GEOL, GER, GRK, HBRW, HC, HIST, HPHY, HUM, INTL, ITAL, JDST, JPN, KRN, LAS, LAT, LING, LT, MATH, MDVL, NORW, PHIL, PHYS, PORT, PS, PSY, REES, REL, RL, RUSS, SCAN, SOC, SPAN, SWAH, SWED, TA, WGS, WR.

The additional blocks *can* overlap with the following requirements:

- Courses taken to fulfill the university's arts and letters, social science, and science group-satisfying requirements (unless the course is also being used for journalism requirements in literature, history or economics)
- Courses taken toward the UO bachelor of science requirement
- Minor and second major course work in the College of Arts and Sciences
- Electives in the College of Arts and Sciences

The additional blocks *cannot* overlap with the following requirements:

- First- and second-year foreign language (if used for the bachelor of arts degree)
- Writing composition (WR) classes used for the UO writing requirement
- Courses used for the literature, history, or economics requirements in journalism

This requirement and the potential for overlap with other requirements can be very complicated and highly individualized. Please speak with your academic advisor to learn about your options.

Portfolio development seminars and workshops are recommended for all advertising students.

Bachelor of Science in Journalism: Advertising Degree Requirements

Journalism Premajor Requirements		
J 100	Media Professions	2
J 101	Grammar for Communicators	2
J 201	Media and Society	4
Journalism: Advertising Major Requirements		
J 205	Gateway to Media I [1,2]	4
J 206	Gateway to Media II [1,3]	4
J 207	Gateway to Media III [4]	4
J 342	The Creative Strategist	4
Select three of the following:		12
J 443	Advertising Media Planning	
J 444	Agency Account Management	
J 457	Curiosity for Strategists	
J 458	Writing Design Concepts	
J 459	Branding and Content	
J 460	Brand Development: [Topic]	
J 448	Advertising Campaigns	4
or J 449	Advanced Advertising Campaigns	
Select two of the following: [5]		8
J 320	Gender, Media, and Diversity	
J 385	Communication Law	
J 387	Media History	
J 396	International Communication	
J 397	Media Ethics	
J 412	Issues in Communication Studies: [Topic]	
J 467	Issues in International Communication: [Topic]	
J 495	Research Methods: [Topic]	
J 496	Communication Ethics and Law: [Topic]	
General Studies Requirements		
Literature courses [6,7]		16
History courses [7]		8
Economics courses [7]		8
8 General studies courses in three other subject codes within the College of Arts and Sciences [7]		24
Total Credits		**112**

[1] Students must earn grades of mid-C or better. Grades for Gateway to Media I (J 205) and Gateway to Media II (J 206) are coordinated as an 8-credit unit in which students earn the same grade for both courses. In accordance with the school's policy, students must earn a C or better in Gateway to Media I (J 205) and Gateway to Media II (J 206) before advancing to Gateway to Media III (J 207).

[2] Must be taken concurrently with Gateway to Media II (J 206).

[3] Must be taken concurrently with Gateway to Media I (J 205).

[4] Students must take course in the term immediately following Gateway to Media I (J 205) and Gateway to Media II (J 206) and must earn a C or better in Gateway to Media III (J 207) before advancing in the major. Students who fail to enroll in Gateway to Media III (J 207) in the term immediately following Gateway to Media I (J 205) and Gateway to Media II (J 206) or who fail to earn a C or better must repeat Gateway to Media I (J 205) and Gateway to Media II (J 206).

[5] Students must take two 300-level and two 400-level context courses, such as ethics, history, law, diversity, or international communication.

[6] Courses include the following:

1. Literature courses taught by the Department of English and the Department of Comparative Literature. Courses in rhetoric, grammar, and cinema or television production do not count toward this requirement.
2. Literature courses taught in English translation by foreign-language departments or the Department of Classics or courses that are cross-listed for major credit by these departments
3. Introduction to the Humanities I-III (HUM 101–103)

One of the following categories may be used to satisfy 8 credits of this requirement:

- Courses taught in a second language that are part of a student's language program of study. Foreign-language courses used to fulfill the university's bachelor of arts requirement and writing courses used to fulfill the university composition requirement may not be used to fulfill the general-studies courses requirement.
- Courses treating film or television as literature that have significant reading and writing components.

[7] Courses numbered 196, 198, 199, 399–406, or 408–410 may not be used to fulfill these requirements. In addition to the literature, history, and economics block requirements, journalism students must complete three additional blocks. Each block consists of 8 credits of a subject offered by the College of Arts and Sciences. Eligible subjects codes are AEIS, AFR, ANTH, ARB, ASIA, ASL, ASTR, BI, CAS, CH, CHN, CINE, CIS, CIT, CLAS, COLT, CRWR, DANE, EALL, EC, ENG, ENVS, ES, EURO, FINN, FLR, FR, GEOG, GEOL, GER, GRK, HBRW, HC, HIST, HPHY, HUM, INTL, ITAL, JDST, JPN, KRN, LAS, LAT, LING, LT, MATH, MDVL, NORW, PHIL, PHYS, PORT, PS, PSY, REES, REL, RL, RUSS, SCAN, SOC, SPAN, SWAH, SWED, TA, WGS, WR.

The additional blocks *can* overlap with the following requirements:

- Courses taken to fulfill the university's arts and letters, social science, and science group-satisfying requirements (unless the course is also being used for journalism requirements in literature, history or economics)
- Courses taken toward the UO bachelor of science requirement
- Minor and second major course work in the College of Arts and Sciences
- Electives in the College of Arts and Sciences

The additional blocks *cannot* overlap with the following requirements:

- First- and second-year foreign language (if used for the bachelor of arts degree)
- Writing composition (WR) classes used for the UO writing requirement
- Courses used for the literature, history, or economics requirements in journalism

This requirement and the potential for overlap with other requirements can be very complicated and highly individualized. Please speak with your academic advisor to learn about your options.

Portfolio development seminars and workshops are recommended for all advertising students.

Additional Requirements

- Satisfactory completion of a minimum of 60 credits and a maximum of 76 credits in journalism, of which at least 27 must be taken at the University of Oregon School of Journalism and Communication and at least 24 must be upper division
- Satisfactory completion of at least 104 credits in academic fields other than journalism. A student who graduates with 180 credits must count no more than 76 credits (including transfer credits) in journalism toward the degree
- Students must take a minimum of 20 upper-division credits in journalism: advertising, including prerequisites
- Majors and premajors must take all school courses for letter grades unless a course is only offered pass/no pass (P/N). All graded journalism courses taken to satisfy the major must be passed with a grade of mid-C or better
- A cumulative GPA of 2.70 or better in courses taken in the School of Journalism and Communication at the time of graduation

Internship

A major may earn no more than 9 credits in Internship: [Topic] (J 404).

Honors Program

The honors program provides high-achieving students the opportunity to develop analytic, creative, critical thinking and research skills in small-group, discussion-oriented courses. The program develops a small multidisciplinary community of communications scholars from all the majors within the School of Journalism and Communication.

Students take three honors courses focusing on media theory, research, or issues, which partially fulfill the context course requirement. In addition, students complete an original piece of scholarship or creative work in the senior year.

The program targets journalism majors entering their junior year who have a minimum 3.50 cumulative UO GPA. Applications are accepted each spring for the following year's cohort. Clark Honors College students are eligible to apply. More information is available on the school's website.

Second Bachelor's Degree

Students who already have a bachelor's degree and want to earn a second bachelor's degree in the School of Journalism and Communication may apply for premajor status through the university's Office of Admissions. Upon fulfilling the requirements for application for admission, they may apply for major status. Students must complete all of the school's requirements for graduation including the school's arts and sciences requirement and university requirements for the BA or BS. Credits, including transfer credits, earned for the first bachelor's degree may count toward meeting the requirements as long as they conform to the transfer-credit policy outlined previously.