

MAJOR: MEDIA and JOURNALISM BA (120 HOURS) – UNC HUSSMAN For students who entered the university in Fall 2022 and beyond.				ADVERTISING & PUBLIC RELATIONS (APR)		Supplemental General Education: 2 <sup>ND</sup> Major or minor or three courses outside MEJO above 199.							
NAME:			PID:		Grad Term/Year:								
FIRST-YEAR FOUNDATIONS	WRITING AT THE RESEARCH UNIVERSITY	COLLEGE THRIVING	FIRST-YEAR SEMINAR OR LAUNCH	TRIPLE-I: IDEAS, INFORMATION, AND INQUIRY & DATA LITERACY (4 HRS.)		GLOBAL LANGUAGE – Level 3 or Higher							
	ENGL 105 or ENGL 105I	IDST 101 or HNRS 101		LEC (3 HRS.)	LAB (1 HR)	1.	2.	3.	4.				
FOCUS CAPACITIES	AESTHETIC AND INTERPRETIVE ANALYSIS	CREATIVE EXPRESSION, PRACTICE, AND PRODUCTION		ENGAGEMENT WITH THE HUMAN PAST	ETHICAL AND CIVIC VALUES	GLOBAL UNDERSTANDING AND ENGAGEMENT							
					See MEJO List Below								
	NATURAL SCIENTIFIC INVESTIGATION	POWER, DIFFERENCE, AND INEQUALITY		QUANTITATIVE REASONING	WAYS OF KNOWING	EMPIRICAL INVESTIGATION LAB (1 HR.)							
REFLECTION AND INT	RESEARCH AND DISCOVERY		HIGH-IMPACT EXPERIENCE OR 2ND RESEARCH AND DISCOVERY		COMMUNICATION BEYOND CAROLINA		LIFETIME FITNESS (1 HR.)						
ADVERTISING & PUBLIC RELATIONS (APR) (39 MEJO HRS. MINIMUM)	SCHOOL CORE			CONCEPTUAL (6 HRS.)				DISCIPLINARY DISTRIBUTION: All students must take at least one course in each of the three major divisions.					
	MEJO 121 DIG STORYTELLING	MEJO 153 WRITING & RPT	MEJO 341 MEDIA LAW	<ul style="list-style-type: none"> <li>MEJO 141 MEDIA ETHICS</li> <li>MEJO 242 HISTORY OF MEDIA</li> <li>MEJO 244 TALK POLITICS</li> <li>MEJO 245 SPORTS &amp; THE MEDIA (1.0 Hr.)</li> <li>MEJO 342 BLACK PRESS</li> <li>MEJO 372 AD MEDIA</li> <li>MEJO 373 ACCOUNT PLANNING</li> <li>MEJO 374 COMM CONSULTING</li> <li>MEJO 376 SPORTS MARKETING</li> <li>MEJO 377 SPORTS COMM</li> <li>MEJO 424 MEDIA MGT</li> <li>MEJO 425 VOICE &amp; DICTION</li> <li>MEJO 432 CAUSE COMM</li> <li>MEJO 437<sup>th</sup> MEDIA IN ASIA</li> <li>MEJO 438 AD IN THE AGE OF ALEXA</li> <li>MEJO 439 PRODUCING FOR AD</li> <li>MEJO 441 DIVERSITY &amp; COMM</li> <li>MEJO 442 GENDER, CLASS, RACE</li> <li>MEJO 445 MEDIA EFFECTS</li> <li>MEJO 447<sup>th</sup> MEDIA IN THE UK</li> <li>MEJO 448 FREEDOM OF EXPRESSION</li> <li>MEJO 469 HEALTH COMM &amp; MARKETING</li> <li>MEJO 475 CONCEPTS OF MARKETING</li> <li>MEJO 476 ETHICS/SPORTS COMM</li> <li>MEJO 477 NEW MEDIA TECH</li> <li>MEJO 479<sup>th</sup> MARKET INTELLIGENCE</li> <li>MEJO 490<sup>th</sup> SPECIAL TOPICS (APR)</li> <li>MEJO 531 CASE STUDIES IN PR</li> <li>MEJO 532 INTERNATIONAL PR</li> <li>MEJO 533 CRISIS COMM</li> <li>MEJO 537 WASHINGTON EXPERIENCE</li> <li>MEJO 544 CAREER EXPLORATION</li> <li>MEJO 550 BUSINESS &amp; THE MEDIA</li> <li>MEJO 569 BEHAVIORAL SCIENCE OF HEALTH COMM</li> <li>MEJO 571 SOCIAL MEDIA ANALYTICS</li> <li>MEJO 572 ART DIRECTION IN AD</li> <li>MEJO 577 BRANDING OF ME</li> <li>MEJO 581 UX DESIGN &amp; USABILITY</li> <li>MEJO 588 EMERGING TECH</li> <li>MEJO 591 FASHIONMASH EXPERIENTIAL DESIGN</li> <li>MEJO 592 FASHIONMASH PRODUCT DESIGN</li> <li>MEJO 596 BEHAVIORAL SCIENCE OF HEALTH COMM</li> <li>MEJO 597 BRANDING OF ME</li> <li>MEJO 598 EMERGING TECH</li> <li>MEJO 670<sup>th</sup> DIGITAL AD &amp; MARKETING</li> <li>MEJO 671<sup>th</sup> SOCIAL MARKETING CAMPAIGNS</li> <li>MEJO 673<sup>th</sup> AD CAMPAIGNS</li> <li>MEJO 691H INTRO HONORS</li> <li>MEJO 692H HONORS ESSAY</li> </ul>				DIVISION OF HUMA & FINE ARTS					
	CONCENTRATION (18 HRS.)							CAPSTONE (3 HRS.)			DIVISION OF MATH & NATRL SCI		
	LEVEL 1 (3 HRS.)							MEJO CHOICE (AT LEAST 3 HRS.)			DIVISION OF SOC & BEHAV SCI		
	<ul style="list-style-type: none"> <li>MEJO 137 PRINCIPLES OF AD/PR</li> </ul>							Must take one additional MEJO course of your choosing to meet 39-hour MEJO min. Can be <u>ANY</u> MEJO course.			ELECTIVE HRS. TO REACH 120		
	LEVEL 2 (3 HRS.)							<ul style="list-style-type: none"> <li>MEJO 625<sup>th</sup> MEDIA HUB (INSTRUCTOR APPROVAL)</li> <li>MEJO 634<sup>th</sup> PR CAMPAIGNS</li> <li>MEJO 652<sup>th</sup> DIGITAL ECON</li> <li>MEJO 653<sup>th</sup> LEADERSHIP</li> <li>MEJO 670<sup>th</sup> DIGITAL AD &amp; MARKETING</li> <li>MEJO 671<sup>th</sup> SOCIAL MARKETING CAMPAIGNS</li> <li>MEJO 673<sup>th</sup> AD CAMPAIGNS</li> <li>MEJO 674 PRSSA CAMPAIGNS</li> <li>MEJO 690<sup>th</sup> SPECIAL TOPICS IN AD</li> <li>MEJO 691H HONORS</li> <li>MEJO 692H HONORS</li> </ul>			<p>2 PER SEMESTER until you graduate.</p> <p>(For more information go to the <a href="#">Student Affairs</a> web page)</p> <p>Your progress is updated in your Tar Heel Tracker at the bottom of the page, under "Focus Capacities Tally." We advise that you check your progress each semester.</p> <p><a href="#">Focus Capacities Tally</a></p>		
	<ul style="list-style-type: none"> <li>MEJO 379 AD &amp; PR RESEARCH</li> </ul>												
	LEVEL 2 (6 HRS.)							GOVERNMENT AND POLITICS			USAGE & GRAMMAR TEST		
	<ul style="list-style-type: none"> <li>MEJO 332 PR WRITING</li> <li>MEJO 333 VIDEO MKTG &amp; PR</li> <li>MEJO 334 VISUAL DESIGN</li> <li>MEJO 371 AD CREATIVE</li> <li>MEJO 372 AD MEDIA</li> <li>MEJO 373 ACCOUNT PLANNING</li> <li>MEJO 374 COMM. CONSULTING</li> <li>MEJO 376 SPORTS MARKETING</li> <li>MEJO 377 SPORTS COMM</li> <li>MEJO 390 SPECIAL SKILLS (APR)</li> </ul>							CHOOSE ONE: POLI 100, 130, 150, 202, 203, 205			<a href="http://hussman.unc.edu/UGTest">hussman.unc.edu/UGTest</a>		
	LEVEL 3 (6 HRS.)							ETHICAL & CIVIC VALUES			NEED A SCORE OF 70 OR ABOVE		
<ul style="list-style-type: none"> <li>MEJO 432 CAUSE COMM</li> <li>MEJO 433 UX STRATEGY &amp; DESIGN</li> <li>MEJO 437<sup>th</sup> MEDIA IN ASIA</li> <li>MEJO 438 AD IN THE AGE OF ALEXA</li> <li>MEJO 439 PRODUCING FOR AD</li> <li>MEJO 447<sup>th</sup> MEDIA IN THE UK</li> <li>MEJO 469 HEALTH COMM &amp; MARKETING</li> <li>MEJO 475 CONCEPTS OF MARKETING</li> <li>MEJO 477 NEW MEDIA TECH</li> <li>MEJO 479<sup>th</sup> MARKET INTELLIGENCE</li> <li>MEJO 490<sup>th</sup> SPECIAL TOPICS (APR)</li> <li>MEJO 530 GREEN BRAND LAB</li> <li>MEJO 531 CASE STUDIES IN PR</li> <li>MEJO 532 INTERNATIONAL PR</li> <li>MEJO 533 CRISIS COMM</li> <li>MEJO 537 WASHINGTON EXPERIENCE</li> <li>MEJO 544 CAREER EXPLORATION</li> <li>MEJO 550 BUSINESS &amp; THE MEDIA</li> <li>MEJO 553 ADVANCED RPT</li> <li>MEJO 569 BEHAVIORAL SCIENCE OF HEALTH COMM</li> <li>MEJO 572 ART DIRECTION IN AD</li> <li>MEJO 577 BRANDING OF ME</li> <li>MEJO 591 FASHIONMASH EXPERIENTIAL DESIGN</li> <li>MEJO 592 FASHIONMASH PRODUCT DESIGN</li> </ul>			CHOOSE ONE: MEJO 141, PHIL 160, 163, 170, 272					HOURS COMPLETED					

## **EXPLANATORY NOTES – ADVERTISING/PUBLIC RELATIONS (APR)**

**This academic worksheet is for students who entered the university in **Fall 2022 and beyond** and should only be used as a guide for your degree requirements. The Tar Heel Tracker is your OFFICIAL record of graduation requirements. Students should complete their School Cores as soon as possible and then move on to Level 1, then Level 2, and Level 3. Conceptual courses can be taken in any order. Capstone courses are usually taken during your final semester.**

**ADVISING:** It is recommended that you connect with a Hussman adviser at least once each semester. Appointments are recommended, <http://hussman.unc.edu/ug/studentervices/academicadvising>.

**CAMPUS LIFE EXPERIENCE:** Must complete two per semester until you graduate. For more information visit [here](#). We recommend you check your progress by viewing your Tar Heel Tracker every semester!

**CHOICE COURSE:** Choose at least one MEJO elective course (3 HRS.). This course can be from any sub-plan (APR or JRN).

**COURSE OFFERINGS:** Not all MEJO courses may be offered every semester. **Courses offered in multiple categories in your major program can satisfy only one category.** For example, MEJO 437 will satisfy either Conceptual or Level 3, but not both. **APR students must take MEJO 137 for Level 1 and MEJO 379 for Level 2.** MEJO 245 is offered at 1.0 credit hour. If taken, students must choose one additional conceptual course.

**GPA: 2.0 or Higher GPA required.**

**GRADES BELOW C: A grade of C- in a MEJO course will not be counted in the minimum number of media and journalism credits required for graduation. If the course is required, the course must be retaken. If it is not specifically required, then another course must be taken. REPEATED COURSES DO NOT EARN CREDIT TWICE.**

**GRADUATION:** In the last semester of your junior year, you must connect with a Hussman academic adviser to make sure you are on track to graduate. **Degree audit appointments are recommended,** <http://hussman.unc.edu/ug/studentervices/academicadvising>.

**HONORS (H):** Courses with an “H” designation may have an Honors version available. An honors course fulfills the same requirements as the non-honors version of that course.

**INTERNSHIP CREDIT: MEJO 393 is for UNC Hussman students who already have an internship.** MEJO 393 does not count toward the minimum 39 MEJO hours but does count toward the 120-hour UNC total. It is repeatable up to three times. For more information about MEJO 393, please contact [Hussman Career Services](#).

**MEDIA LAW:** Advertising Public Relations (APR) students are required to take MEJO 341. We do not offer a 341 section in the summer; therefore, we will allow APR students to enroll in MEJO 340 during Maymester, Summer Session I and II only. A Tar Heel Tracker adjustment will be made to your record upon successful completion.

**MEJO 691H & MEJO 692H:** Honors theses. Eligibility is based on an overall GPA of 3.3 and a major GPA of 3.5 at the end of your junior year. For more information, please go to our honors program webpage: <http://hussman.unc.edu/ug/honors>.

**SECOND MAJORS:** Students who wish to complete a second major outside of the school and who did not declare a second major before being admitted to the school must complete a second-major request form from the [school's website](#). Students must meet with an academic adviser in the College of Arts and Sciences to ensure that they can meet all requirements for the second major.

**SPECIAL TOPICS:** MEJO 390 and 490 course topics change by semester. **MEJO 390 may satisfy Level 2 when it is an APR topic. MEJO 490 will always satisfy the Conceptual area and will satisfy Level 3 when listed as an APR topic.** Please visit [MJ.UNC.EDU/Courses](http://MJ.UNC.EDU/Courses) for semester-specific details. Repeatable as long as topics are different.

**SUPPLEMENTAL EDUCATION:** Students who pursue a Bachelor of Arts degree must also satisfy a Supplemental General Education requirement by choosing one of the following ways: second major, minor or three courses outside of MEJO above 199.

**TAR HEEL TRACKER:** Not all courses are listed in your Tar Heel Tracker. If you are missing a course from your Tar Heel Tracker, please submit a [Tar Heel Tracker Adjustment Form](#).

**TRANSFER HOURS:** The school will normally accept only six credit hours of media and journalism courses taken at other institutions. The school typically does not accept transfer credit for MEJO 153. For more information, speak with a Hussman adviser.

**USAGE AND GRAMMAR TEST (UGTest):** **Students must achieve a passing score of at least 70 on the UGTest to graduate.**