

JOURNALISM AND MEDIA COMMUNICATION, BACHELOR OF ARTS

Requirements

Code	Title	Credits
Core Courses for All Journalism and Media Communication Majors		
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION ¹	3
JMC 2100	MEDIA WRITING	3
JMC 2200	MEDIA PRODUCTION PRINCIPLES	3
JMC 3340	MEDIA THEORY	3
JMC 3350	COMMUNICATION RESEARCH	3
JMC 4970	INTERNSHIP EXPERIENCE (No more than 6 credits may count toward the major)	3
Advanced Electives: Select 2 classes from the following		6
JMC 3700	VISUAL COMMUNICATION AND CULTURE	
JMC 4010	HISTORY OF MASS COMMUNICATION	
JMC 4040	SOCIAL MEDIA MEASUREMENT AND MANAGEMENT	
JMC 4310	MEDIA & POLITICS	
JMC 4380	FILM THEORY AND CRITICISM	
JMC 4390	MEDIA ENTREPRENEURSHIP	
JMC 4400	MEDIA ETHICS	
JMC 4410	COMMUNICATION LAW AND POLICY	
JMC 4430	GLOBAL MEDIA COMMUNICATION	
JMC 4920	MEDIA LITERACY	
For those who entered the School before August 2023, substitutions will be made in Degree Works.		
Select one of two concentrations		33
Additional Bachelor of Arts Requirement		
Foreign Language		16
Total Credits		73

¹ This class may also be used for social science credits.

Emerging Media Concentration

Code	Title	Credits
Requirements		
JMC 2320	VIDEO FIELD PRODUCTION	3
JMC 2370	ALL ABOUT AUDIO	3
JMC 3030	MULTIMEDIA JOURNALISM	3
JMC 4440	MEDIA CONTENT AND CREATION	3
JMC 4460	EMERGING MEDIA CAPSTONE	3
Select 5 of the following: Students may not apply any classes in more than one area		15
AVN 1500	INTRODUCTION TO UNMANNED AIRCRAFT SYSTEMS	
JMC 2000	NEWS LITERACY	
JMC 2150	NEWS WRITING AND REPORTING	
JMC 2500	SOCIAL MEDIA COMMUNICATION	

JMC 3710	DESIGN IN MOTION	
JMC 3270	PUBLIC AFFAIRS REPORTING	
JMC 3320	VIDEO STUDIO PRODUCTION	
JMC 3370	PODCAST THIS	
JMC 3500	PR AND ADVERTISING DESIGN	
JMC 4340	SPORTS BROADCASTING AND PRODUCTION	
JMC 4420	SPORTS WRITING	
Select one more upper division JMC class not already taken		3
Total Credits		33

Public Relations and Advertising Concentration

Code	Title	Credits
Requirements		
JMC 2500	SOCIAL MEDIA COMMUNICATION	3
JMC 3230	PRINCIPLES OF PUBLIC RELATIONS	3
JMC 4250	STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING	3
JMC 4450	PR AND ADVERTISING CAPSTONE	3
Select five of the following: Students may not apply any classes in more than one area		15
JMC 3500	PR AND ADVERTISING DESIGN	
JMC 3620	PRINCIPLES OF CREATIVE ADVERTISING	
JMC 4040	SOCIAL MEDIA MEASUREMENT AND MANAGEMENT	
JMC 4240	PUBLIC RELATIONS CASE STUDIES	
JMC 4300	RISK AND CRISIS COMMUNICATION	
JMC 4390	MEDIA ENTREPRENEURSHIP	
JMC 4430	GLOBAL MEDIA COMMUNICATION	
Select two more JMC classes not already taken		6
Total Credits		33

Emerging Media

Freshman		Credits
Fall		
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION	3
ENGL 1150	ENGLISH COMPOSITION I	3
Quantative Literacy		3
Foreign Language 1		5
Credits		14

Spring		
JMC 2100	MEDIA WRITING	3
JMC 2200	MEDIA PRODUCTION PRINCIPLES	3
Natural/Physical Science w/lab		5
Foreign Language 2		5
Credits		16

Sophomore		Credits
Fall		
JMC 2320	VIDEO FIELD PRODUCTION	3
JMC 2370	ALL ABOUT AUDIO	3
ENGL 1160	ENGLISH COMPOSITION II	3
CMST 1110	PUBLIC SPEAKING FUNDS	3
or CMST 2120	or ARGUMENTATION AND DEBATE	
Foreign Language 3		3
Credits		15

Spring		
JMC 3340	MEDIA THEORY	3
Emerging Media elective		3
Foreign Language 4		3
Humanities and Fine Arts		3
Natural/Physical Science		3
Credits		15
Junior		
Fall		
JMC 3350	COMMUNICATION RESEARCH	3
JMC 3030	MULTIMEDIA JOURNALISM	3
U.S. Diversity		3
Social Science		3
Humanities/fine Arts		3
Credits		15
Spring		
Emerging Media elective		3
Emerging Media elective		3
JMC Advanced Elective		3
Social Science		3
Humanities/Fine Arts		3
Credits		15
Senior		
Fall		
JMC 4440	MEDIA CONTENT AND CREATION	3
JMC Advanced Elective		3
Emerging Media elective		3
Emerging Media elective		3
Global Diversity		3
Credits		15
Spring		
JMC 4460	EMERGING MEDIA CAPSTONE	3
JMC Upper Division Elective		3
Emerging Media elective		3
General Elective		6
Credits		15
Total Credits		120

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

This plan is not a contract and curriculum is subject to change

Additional Information About this Plan:

University Degree Requirements:

The minimum number of hours for a UNO undergraduate degree is 120 credit hours. Please review the requirements for your specific program to determine all requirements for the program. In order to graduate on-time (four years for an undergraduate degree), you need to take 30 hours each year.

Placement Exams:

For Math, English, Foreign Language, a placement exam may be required. More information on these exams can be found at <https://www.unomaha.edu/enrollment-management/testing-center/placement-exams/information.php>

**Transfer credit or placement exam scores may change suggested plan of study

GPA Requirements:

2.25 cumulative GPA

Public Relations and Advertising

Freshman

		Credits
Fall		
JMC 1500	INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION	3
ENGL 1150	ENGLISH COMPOSITION I	3
Foreign Language 1		5
Quantative Literacy		3
Credits		14

Spring

JMC 2500	SOCIAL MEDIA COMMUNICATION	3
ENGL 1160	ENGLISH COMPOSITION II	3
Foreign Language 2		5
Natural/Physical Science w/lab		5
Credits		16

Sophomore

Fall		
JMC 2100	MEDIA WRITING	3
JMC 2200	MEDIA PRODUCTION PRINCIPLES	3
CMST 1110	PUBLIC SPEAKING FUNDS	3
or CMST 2120	or ARGUMENTATION AND DEBATE	
Foreign Language 3		3
Natural/Physical Science		3
Credits		15

Spring

JMC 3340	MEDIA THEORY	3
PRAD concentration electives		3
Foreign Language 4		3
Humanities and Fine Arts		3
Social Science		3
Credits		15

Junior

Fall		
JMC 3230	PRINCIPLES OF PUBLIC RELATIONS	3
JMC 3350	COMMUNICATION RESEARCH	3
PRAD concentration electives		3
Social Science		3
Humanities/Fine Arts		3
Credits		15

Spring

JMC 4250	STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING	3
JMC Advanced Elective		3
PRAD concentration electives		3
JMC Major Elective		3
Humanities/Fine Arts		3
Credits		15

Senior

Fall		
JMC 4970	INTERNSHIP EXPERIENCE	3
JMC Advanced Elective		3
PRAD concentration electives		3

Global Diversity		3
U.S. Diversity		3
Credits		15
Spring		
JMC 4450	PR AND ADVERTISING CAPSTONE	3
PRAD concentration electives		3
JMC Major Elective		3
General Electives		6
Credits		15
Total Credits		120

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