APPENDIX 6-B

Advertising and Public Relations Worksheet

	HUSSMAN SCHOOL OF JOURNAL 120 HOURS)	MEDIA ADVERTISING & PUBLIC RELATIONS (APR)					OPTIONAL 2 ND MAJOR OR MINOR 1 OR MINOR 2 (SEE COLLEGE OF ARTS & SCIENCES ADVISOR)							
NAN		Р	ID: Grad term/Year:											
IONS	ENGLISH COMP.AND RHETORIC (CR)	OREIGN LANGUAGE (FL), Through Level 3					QU	QUANT. REAS. (QR)		IFETIME FITNESS (LFIT) (1.00 HR.)				
FOUNDATIONS	ENGL 105 2.		3. 4.											
APPROACHES	PHYS. AND LIFE SCIENCES (PL/PX)	SOCIAL AND BEHAVIORAL SCIENCES					HUMANITIES/FINE ARTS							
	1.	NALYSIS (HS):					VIS.	VIS. & PERF. ARTS (VP):						
	2.		CI./HIST. ANALYSIS (SS/HS):					LITE	TERARY ARTS (LA):					
			CI./HIST. ANALYSIS (SS/HS): P					PHI	HIL. REASONING (PH): <i>Choose one:</i>					
CONNECTIONS	COMMUNICATION INT. (CI)		QUANT. INT (QI) OR 2 [№] QUANT. REAS. (QR)			EXPERIENTIAL (EE)			D. GLOBAL ISSUES (GL)					
	US DIVERSITY NO		IORTH ATLANTIC WORLD			WORLD BEFORE			- 1750	BEVOND	OND THE NORTH ATLANTIC(BN)			
CON	(US)		(NA)			(WB)			BETO		ND THE NORTH ATLANTIC(DN)			
	I													
	SCHOOL CORE (9 HRS.)		CONCENTRATION (18 HRS.)					_	ELECTIVE HOURS TO REACH 120					
	1. MEJO 121 DIGITAL STORYTELLING		 LEVEL 1 (3 HRS.) MEJO 137 PRINCIPLES OF AD/PR 											
	2. MEJO 153 WRITING & REPORTING 3. MEJO 341 MEDIA LAW		LEVEL 2 (3 HRS.)											
	GOVERNMENT/POLITICS (3 HRS.)		MEJO 379 AD & PR RESEARCH LEVEL 2 (6 HRS.)					-						
	CHOOSE ONE:		MEJO 332 PR WRITING					- 1						
	CONCEPTUAL (6 HRS.)		MEJO 334 VISUAL DESIGN MEJO 371 AD CREATIVE					- 1						
	MEJO 141 MEDIA ETHICS MEJO 242 HISTORY OF MEDIA		MEJO 372 AD MEDIA ANNUNC					- 1						
(MEJO 244 TALK POLITICS	 MEJO 373 ACCOUNT PLANNING MEJO 374 COMM. CONSULTING 					- 1							
HRS. MINIMUM)	• MEJO 245 ^(1.0 Hr.) SPORTS AND THE MEDIA	MEJO 376 SPORTS MARKETING					_							
2N	 MEJO 342 BLACK PRESS MEJO 372 AD MEDIA 	MEJO 377 SPORTS COMM					_							
Σ	MEJO 373 ACCOUNT PLANNING	MEJO 390 SPECIAL SKILLS (APR TOPIC)					-1							
IRS.	MEJO 374 COMM CONSULTING		LEVEL 3 (6 HRS.)					_						
0	 MEJO 376 SPORTS MARKETING MEJO 377 SPORTS COMM 		 MEJO 432 CAUSE COMM MEJO 433 UX STRATEGY & DESIGN 					_						
MEJO	MEJO 424 MEDIA MGT		 MEJO 437^H MEDIA IN ASIA 					_						
_	MEJO 425 VOICE & DICTION		MEJO 438 AD IN THE AGE OF ALEXA					- 1						
(39	 MEJO 432 CAUSE COMM MEIO 437^H MEDIA IN ASIA 	MEJO 432 CAUSE COMM MEJO 437 ^H MEDIA IN ASIA			 MEJO 439 PRODUCING FOR AD MEJO 447^H MEDIA IN THE UK 					USAGE & GRAMMAR TEST				
RELATIONS (APR)	MEJO 438 AD IN THE AGE OF ALEXA			MEJO 475 CONCEPTS OF MARKETING					A SCORE OF 70 OR ABOVE <u>MJ.UNC.EDU/UGTEST</u>					
s (MEJO 439 PRODUCING FOR AD			MEJO 477 NEW MEDIA TECH										
NOI	 MEJO 441 DIVERSITY & COMM MEJO 442 GENDER, CLASS, RACE 		 MEJO 479^H MARKET INTELLIGENCE MEJO 490^H SPECIAL TOPICS (APR topic) 					- 1	DATE/ADVISOR NOTES					
LAT	MEJO 445 MEDIA EFFECTS		 MEJO 530 GREEN BRAND LAB 					- 1						
	MEJO 447 ^H MEDIA IN THE UK MEJO 448 ERFEDOM OF EXPRESSION		MEJO 531 CASE STUDIES IN PR MEJO 532 INTERNATIONAL PR					- 1						
LIC	MEJO 448 FREEDOM OF EXPRESSION MEJO 475 CONCEPTS OF MARKETING MEJO 476 ETHICS/SPORTS COMM MEJO 476 ETHICS/SPORTS COMM			MEJO 532 INTERNATIONAL PR MEJO 533 CRISIS COMM										
0B	MEJO 476 ETHICS/SPORTS COMM		MEJO 544 CAREER EXPLORATION					- 1						
8	 MEJO 477 NEW MEDIA TECH MEJO 479^H MARKET INTELLIGENCE 	MEJO 550 BUSINESS & THE MEDIA MEJO 553 ADVANCED RPT (INSTRUCTOR APPROVAL)					- 1							
Ŋ	MEJO 490 ^H SPECIAL TOPICS		MEJO 572 ART DIRECTION IN AD					- 1						
ADVERTISING	MEJO 531 CASE STUDIES IN PR				MEJO 577 BRANDING OF ME MEJO 501 EASHIONMASH EXPERIENTIAL DESIGN									
VER	 MEJO 532 INTERNATIONAL PR MEJO 533 CRISIS COMMUNICATION 		 MEJO 591 FASHIONMASH EXPERIENTIAL DESIGN MEJO 592 FASHIONMASH PRODUCT DESIGN 					- 1						
AD	MEJO 537 WASHINGTON EXPERIENCE							- 1	HOURS TALLY (120 REQUIRED)					
~	 MEJO 544 CAREER EXPLORATION MEJO 550 BUSINESS & THE MEDIA 		CAPSTONE (3 HRS.)					FIRST YEAR						
MAJOR	MEJO 571 SOCIAL MEDIA ANALYTICS		MEJO 625 ^H MEDIA HUB (INSTRUCTOR APPROVAL)						HRS TO DATE:	HRS TO DATE:	HRS TO DATE:	HRS TO DATE:		
Σ	 MEJO 572 ART DIRECTION MEJO 577 BRANDING OF ME 		MEJO 634 PR CAMPAIGNS MEJO 652 ^H DIGITAL ECON					- 1	HRS IN	HRS IN	HRS IN	HRS IN		
	MEJO 577 BRANDING OF ME MEJO 581 USER EXPERIENCE DESIGN		MEJO 652" DIGITAL ECON MEJO 653 ^H LEADERSHIP IN A TIME OF CHANGE						PROGRESS:	PROGRESS:	PROGRESS:	PROGRESS:		
	MEJO 588 EMERGING TECH MEJO 591 EASHIONMASH EXPERIENTIAL DESIGN		MEJO 670 ^H DIGITAL AD & MARKETING MELO 671 SOCIAL MARKETING CAMPACING								L			
	 MEJO 591 FASHIONMASH EXPERIENTIAL DESIGN MEJO 592 FASHIONMASH PRODUCT DESIGN 		MEJO 671 SOCIAL MARKETING CAMPAIGNS MEJO 673 AD CAMPAIGNS						HRS DEDUCTED:	HRS DEDUCTED	HRS DEDUCTED:	HRS DEDUCTED:		
	MEJO 596 INDIVIDUAL STUDY		MEJO 674 PRSSA CAMPAIGNS											
	 MEJO 652^H DIGITAL ECON MEJO 653^H LEADERSHIP IN TIME OF CHANGE 		 MEJO 690 SPECIAL TOPICS IN AD MEJO 691H HONORS 											
	 MEJO 653" LEADERSHIP IN TIME OF CHAN MEJO 670^H DIGITAL AD & MARKETING 	MEJO 691H HONORS MEJO 692H HONORS						SUBTOTAL:	SUBTOTAL:	SUBTOTAL: S	SUBTOTAL:			
	MEJO 671 SOCIAL MARKETING CAMPAIGNS MEIO 673 AD CAMPAIGNS		CHOICE (3 HRS.) - Choose a minimum of one MEJO elective course.											
	MEJO 673 AD CAMPAIGNSMEJO 691H HONORS							REMAINING:		REMAINING:	REMAINING:	COMPLETED:		
	MEJO 692H HONORS													

EXPLANATORY NOTES – APR

This academic worksheet is for students who entered the university in 2021. Students should complete their School Cores as soon as possible and then move onto 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 advisor at least once each semester. This is your go-to place for updated academic worksheets, etc. Appointments are recommended, http://hussman.unc.edu/ug/studentservices/academicadvising.

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.

GOVERNMENT AND POLITICS: Must choose one of the following courses: POLI 100, POLI 130, POLI 150/PWAD 150, POLI 202, POLI 203, or POLI 205 (old POLI 101).

GPA: 2.0 or Higher GPA required in major and minor.

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

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

HONORS (H): Courses with an "H" designation have an Honors version available. An honors course fulfills the same requirements as the non-honors version of that course. Enrollment and GPA restrictions may apply.

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. Tar Heel Tracker adjustment will be made to your record upon successful completion.

MEJO HOURS: Students must complete a minimum of 39 MEJO hours.

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, speak with an advisor in the Hussman School.

OUTSIDE HOURS: Of the basic 120 hours for graduation, our students typically take 72-81 hours.

PHIL. REASONING (PH)/HUSSMAN PH: Must choose one of the following courses: MEJO 141, PHIL 160, PHIL 163, PHIL 170, or PHIL 272/ PWAD 272.

SCHOOL CORES: It is recommended that students take MEJO 153 and MEJO 121 together. MEJO 153 is a prerequisite for many courses.

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 download a second-major form from the <u>school's website</u> and return it to an advisor in the Hussman School. Students must meet with an academic advisor 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 for term-specific details.

TAR HEEL TRACKER: Not all courses will be listed in your Tar Heel Tracker. If you are missing a course from your Tar Heel Tracker follow these steps: Make a Tar Heel Tracker Adjustment Appointment with a UNC Hussman Advisor. http://hussman.unc.edu/ug/studentservices/academicadvising **OR** you may utilize drop-in hours, found on our website as well.

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 advisor.

USAGE AND GRAMMAR TEST (U&G): Students must achieve a passing score of at least 70 on the U&G test to graduate.

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UPDATED SUMMER 2021
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