

Mayborn School of Journalism

B.A. in Journalism with a Concentration in Strategic Communications



2014-2015 Texas Common Course Numbering System Transfer Guide

- The Strategic Communications department includes advertising and public relations.

Courses Recommended for Transfer

The UNT Core requirements, with the exception of American History and Government/Political Science, and the College & Major requirements are shown with Texas Common Course Numbering System values only when UNT offers equivalent courses. There may be other courses in transfer that apply toward the specific degree requirement, but those listed are known to apply.

UNT Core: Communication

ENGL 1301; and ENGL 1302 or 2311

A grade of 'C' or better is required on courses applied toward this requirement.

UNT Core: Mathematics

This requirement will be met by fulfilling Mayborn School of Journalism mathematics requirement (see next column).

UNT Core: Life & Physical Sciences

For students not majoring in Science, Mathematics, or Engineering, completing two courses from the list below is recommended (see an Academic Advisor for more options).

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|-------------|-------------|
| • ANTH 2401 | • GEOL 1403 |
| • ASTR 1403 | • PHYS 1403 |
| • ASTR 1404 | • PHYS 1404 |
| • BIOL 1408 | • PHYS 1410 |
| • BIOL 2406 | • PHYS 1415 |
| • GEOL 1401 | |

UNT Core: American History

Two courses chosen from: HIST 1301, 1302, 2301

UNT Core: Government/Political Science

GOVT 2305 and 2306

UNT Core: Creative Arts

One course chosen from: ARTS 1301 or 1304; DRAM 1310; MUSI 1306 or 1307; SPCH 2341

UNT Core: Language, Philosophy and Culture

One course chosen from: ENGL 2332 or 2333; HIST 2321 or 2322; PHIL 1301, 1304, 2303, 2306, or 2316

UNT Core: Social & Behavioral Sciences

This requirement will be met by fulfilling Journalism Strategic Communications major requirements. (see next page).

UNT Core: Discovery

One course chosen from: ARTS 1301; BIOL/HECO 1322; COMM 1307; MATH 2305 or 2405; SPCH 1311 or 1315; TECA 1303

UNT Core: Capstone

The Capstone Core requirement is unique to UNT and will be fulfilled by an advanced course at UNT.

Note: The Core Capstone courses are under review by the Texas Higher Education Coordinating Board, and are subject to change.

Mayborn School of Journalism: Mathematics

MATH 1342 or 1442 (also satisfies University Core)

Mayborn School of Journalism: Foreign Language

Two foreign language courses in the same language from 1311/1411/1511 and 1312/1412/1512 are required. Students may test out of these courses and still satisfy the requirement. Foreign language options include: ARAB, CHIN, FREN, GERM, ITAL, JAPN, LATI, PORT, RUSS, and SPAN.

American Sign Language also satisfy this requirement. Two courses from: SGNL 1301/1401/1501 and SGNL 1302/1402/1502.

Mayborn School of Journalism: Social Science/Marketing

12 advanced hours selected from 3000 or 4000 level courses in anthropology, economics, geography (regional science only), history, philosophy, political science, psychology, social work, sociology and MKTG 3650.

No TCCNS options available.

Journalism News: Foundation Requirements

The following requirements are prerequisites for all advanced journalism courses:

- Complete the following with a 2.0 cumulative UNT GPA.
 - COMM 1307
 - JOUR 2300 at UNT
 - COMM 2311
- The journalism math requirement for all concentrations:
 - MATH 1342, 1442, 2342 or 2442
- The university English composition requirement with a grade of c or better. (ENGL 1301 and ENGL 1302 recommended)
- Students must pass the Grammar, Spelling, Punctuation (GSP) exam (administered by the University Writing Lab at UNT) to be permitted to enroll in JOUR 2310 at UNT; students who transfer credit for COMM 2311 must take the Grammar, Spelling, Punctuation (GSP) exam during their first semester/term at UNT.

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Journalism Strategic Communications: Major Requirements

- COMM 1307 (fulfills both Social & Behavioral Sciences core and major requirements).
- COMM 2311

Courses listed above are TCCNS options and do not include all courses required for the UNT Journalism Strategic Communications major.

Journalism Strategic Communications: Advanced Coursework

No TCCNS options available

Journalism Strategic Communications: Other Course Requirements

- MKTG 3650 at UNT is required for the Strategic Communications Concentration.
- Students majoring in journalism are required to maintain a 2.0 cumulative UNT GPA to enroll in journalism courses and have a 2.5 journalism GPA to graduate.
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- A grade of C or higher is required for all journalism courses to be applied toward the major/minor requirements.
- Students who plan to obtain teacher certification should contact a faculty advisor to insure they have the necessary qualifications.
- No more than 12 semester hours of journalism credit will be accepted from a transfer student who is entering with less than 75 credit hours. For students transferring with 75 semester credit hours or more, a maximum of 18 transfer journalism hours will be accepted for credit toward the bachelor's degree.
- A minimum of 72 semester credit hours must be completed outside of journalism. These 72 semester credit hours may not include RTVF.

Journalism Strategic Communications: Minor Required)

Two options available:

- 18 hours of business courses consisting of *MKTG 3010, 3650 and 4120 at UNT*; plus 9 hours of upper-level marketing and/or management classes approved by strategic communications
- 18 hour minor in another field of study.

Special Notes

Hours Required and General/College Requirements: A minimum of 120 semester hours, of which 42 must be advanced, and fulfillment of degree requirements for the Bachelor of Arts degree as specified in the [general university requirements](#) section of the UNT catalog and the Mayborn School of Journalism requirements.

UNT Core Curriculum/Transfer of Core Curriculum: UNT complies with the [mandates of the 1997 Texas Legislature](#) regarding requirements for state-assisted institutions. Students who successfully complete the common core curriculum (in whole or in part) at a Texas state-assisted institution of higher education are eligible to transfer as "core complete" for those categories in the UNT University Core Curriculum.

Individual academic programs may require courses contained in parts of the University Core Curriculum. Students who wish to take courses that will fulfill both core and major/program requirements simultaneously should check with academic advisors for assistance in selecting core courses.

Choice of Catalog: Any student transferring directly from a Texas public community college to UNT shall have the same choice of catalog designating degree requirements as the student would have had if the dates of attendance at the university had been the same as the dates of attendance at the community college.

The Mayborn School of Journalism required curriculum and policies are located in the [Undergraduate Catalog 2014-2015](#).

For additional program and contact information see Mayborn School of Journalism Student Advising website: <http://journalism.unt.edu/undergraduate/advising>.

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This four-year plan provides a model for on-time completion of this UNT program using as many TCCNS courses as possible. The four-year plan also shows the first point when no TCCNS options are available for this program. See the current [Undergraduate Catalog](#) for course prerequisites. Course availability at UNT is subject to change, and the plan shown below may change based on updates to UNT's course offerings.

YEAR	FALL SEMESTER		SPRING SEMESTER	
	UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
FRESHMAN	JOUR 1210	COMM 1307	JOUR 2000	None
	UNT Core: American History	See list of approved courses	ENGL 1320 (recommended) or TECM 2700	ENGL 1302 (recommended) or ENGL 2311
	ENGL 1310	ENGL 1301	UNT Core: American History	See list of approved courses
	Foreign Language 1010 American Sign Language Option: SPSH 1040	Foreign Language 1311 or 1411 or 1511 American Sign Language Options: SGNL 1301/1401/1501	Foreign Language 1020 American Sign Language Option: SPSH 1050	Foreign Language 1312 or 1412 or 1512 American Sign Language Options: SGNL 1302/1402/1502
	UNT Core: Discovery	See list of approved courses	MATH 1680 or 1681	MATH 1342/1442/2342/2442

YEAR	FALL SEMESTER		SPRING SEMESTER	
	UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
SOPHOMORE	JOUR 2310	COMM 2311	Advanced Social Science	None
	UNT Core: Creative Arts	See list of approved courses	UNT Core: Political Science	See list of approved courses
	UNT Core: Political Science	See list of approved courses	UNT Core: Language, Philosophy and Culture	See list of approved courses
	UNT Core: Life & Physical Sciences	See list of approved courses	JOUR Writing (see major requirements)	None
	Elective	Consult UNT advisor	JOUR Visual Communication (see major requirements)	

YEAR	FALL SEMESTER		SPRING SEMESTER	
	UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
JUNIOR	Elective	None	Business Concentration Course	None
	MKTG 3650		MKTG 3010	
	JOUR Critical Thinking (see major requirements)		JOUR Elective (see major requirements)	
	JOUR Audience Analysis (see major requirements)		UNT Core: Life & Physical Sciences	See list of approved courses
	JOUR Professional Application 1 (see major requirements)		Advanced Social Science	None
	JOUR Professional Application 2 (see major requirements)			

YEAR	FALL SEMESTER		SPRING SEMESTER	
	UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
SENIOR	JOUR Campaigns (see major requirements)	None	JOUR 4470 (UNT Core: Capstone)	None
	MKTG 4120		Business Concentration Course	
	JOUR Elective (see major requirements)		Advanced Social Science	
	Business Concentration Course		JOUR Elective (see major requirements)	
	JOUR Elective (see major requirements)		JOUR Elective (see major requirements)	