ADVERTISING & PUBLIC RELATIONS

Description
The advertising and public relations major prepares students for careers in a wide variety of communication-related areas. Recent graduates have accepted positions in more than 20 states and several other countries in diverse careers such as retail and corporate advertising and marketing, media sales, brand management, media planning, account management, research, public relations, media relations, special event planning, mobile and digital communications, creative concepting, sports media relations, digital insights and analytics, copywriting, and layout and design.

The advertising and public relations faculty members believe that a successful career must be built upon a solid foundation, an education that combines theory and practice. To achieve that end, the major offers courses in copywriting, layout, media planning, graphics, campaign development, research, management, coding, and strategic communications. The curriculum is designed to emphasize strategy, planning, and implementation in creative problem-solving.

Much emphasis is placed on individual relationships between faculty and students, an interaction vital to a student’s creative development. An advisor also helps each student tailor an academic plan to meet his or her interests and needs.

In advertising and public relations classes, students often work with actual clients who present real-life problems. This experience gives students a professional perspective on problem solving in many sectors including nonprofit, retail, small business, and community organizations as well as large corporations. Students are encouraged to augment their academic experience with internships.

The faculty, with many professional contacts both locally and nationwide, actively help students find jobs within the state and throughout the country. Students interested in majoring in advertising and public relations should contact the college office in 147 Andersen Hall, 402-472-3041.

College Requirements
College Admission
The entrance requirements for the College of Journalism and Mass Communications are the same as the admission requirements for the University of Nebraska–Lincoln.

These include:

- English (4 units)
- Mathematics (4 units)
- Social studies (3 units)
- Natural sciences (3 units)
- Foreign language (2 units)

One unit equals one year of high school credit. Students with one deficiency, two deficiencies but not in the same category, or two deficiencies in a foreign language who receive a Deferred Admission or Admission by Review, may be considered for admission to the college. Students who are admitted through the Admission by Review process with core course deficiencies will have certain conditions attached to their enrollment at the University of Nebraska–Lincoln. These conditions are explained under Admission to the University, Removal of Deficiencies. High school deficiencies must be removed during the first 30 credit hours of enrollment at Nebraska (60 hours for foreign language) or the first calendar year, whichever takes longer.

Admission Deficiencies/Removal of Deficiencies
You must remove entrance deficiencies in geometry and foreign language before you can graduate from the College of Journalism and Mass Communications.

Removing Foreign Language Deficiencies
A student will need to complete the second semester of the first-year language sequence to clear the deficiency and the second semester of the second-year language sequence to complete the college graduation requirement in language.

Removing Geometry Deficiency
A deficiency of one year of geometry can be removed by taking two math courses approved by the College of Journalism and Mass Communications.

Admission GPA
Any student transferring into the college must have at least a 2.0 GPA. A student with 12 or more hours of college credit must have at least a 2.0 GPA to be admitted or readmitted to the College of Journalism and Mass Communications.

Readmission
A student who left the University not in good standing (below a 2.0 grade point average) may be readmitted in the Explore Center. Such a student would be eligible to reenter the College of Journalism and Mass Communications upon attaining a 2.0 cumulative GPA. This student would follow the catalog in effect at the time of the transfer from the Explore Center to the college.

Other Admission Requirements
Students from other Colleges
College of Journalism and Mass Communications courses will be restricted to College of Journalism and Mass Communications majors except where stipulated differently. Students from colleges and departments with a written agreement with the College of Journalism and Mass Communications will be exempt from this policy. Permission may be granted by an associate dean of the College of Journalism and Mass Communications in special circumstances following the directives provided by the faculty in these matters. Details about agreements with programs outside the College of Journalism and Mass Communications are listed on the college's website (https://journalism.unl.edu/non-majors/).

ESL Students
Applicants who speak English as a second language must present a TOEFL score of 70 or higher, which includes a subscore of at least 20 on the writing test. Additionally, broadcasting majors must present a score of at least 45 on the Test of Spoken English.

College Degree Requirements
College General Education Requirements
To graduate with a bachelor of journalism degree, students must complete requirements from the following areas:
• the University ACE requirements
• the requirements for a major offered by the college
• the non-major requirements that are specific to the college

All College of Journalism and Mass Communication students must complete the University ACE requirements. For the ACE 3 requirement, students must complete a statistics course from the following options: STAT 218 or CRIM 300 or ECON 215 or EDPS 459 or SOCI 206.

College Non-Major Requirements
The college non-major requirements (NMR) are designed to further the purposes of liberal education by encouraging study in several different areas. Courses satisfying these requirements may impart specialized knowledge or broadly connect the subject matter to other areas of knowledge.

Group 1—Second Group of ACE
The college requires a second set of ACE 1 and ACE 3—9 courses beyond the ACE courses required by the university. The ACE 4 course in Group 1 must include a lab. The second ACE 3 includes MATH 103 as an option. The second ACE 9 is a human diversity in the U.S. communities course selected from a set of approved courses as listed in the degree audit.

Group 2—72 Hours of Liberal Arts
Candidates for the bachelor of journalism degree must abide by the Accrediting Council on Education in Journalism and Mass Communication accrediting guidelines, which require 72 semester hours to be completed outside the college in subjects approved by the University of Nebraska–Lincoln as liberal education/liberal arts courses and traditional liberal arts and sciences courses. All ACE courses from outside the College of Journalism and Mass Communications, and all traditional liberal arts courses (departments identified in the degree audit) will apply to Group 2, along with non-vocational ALEC courses, College of Business courses and College of Fine and Performing Arts courses and any from NUTR, HRTM, and TMFD, unless specifically excluded. These 72 hours of liberal education/liberal arts courses are identified as Group 2.

Students graduating with 120 hours can take a maximum of 48 hours in the College of Journalism and Mass Communications. Students may take additional hours in the college, but those hours will be in addition to the 120 hours required to graduate.

Group 3—Minor Outside of the College
CoJMC majors must complete one minor or an approved University of Nebraska–Lincoln undergraduate certificate of 12 or more credit hours outside the College of Journalism and Mass Communications. Students may complete more than one minor or certificate if they wish.

Generally, CoJMC courses will not count toward a minor or certificate outside the college unless the course is approved as part of the minor, certificate or the department offering the minor approves the substitution. The CoJMC course that was substituted cannot be a required course in the CoJMC major and cannot count toward the total number of hours in the CoJMC major.

Students have the option to complete an inter-college major in the College of Arts and Sciences in lieu of a minor, certificate or a dual matriculation with any other University of Nebraska–Lincoln college. Students who dual matriculate must fully complete all degree requirements of both colleges.

Group 4—Languages—Classical and Modern: 0-6 or 10 hours
A student who has completed the fourth-year level of one foreign language in high school is exempt from the language requirement. All foreign language courses, as well as American Sign Language courses, will also count in Group 2.

Options for completion of language requirement:
1. Regular four-semester sequence: 101, 102, 201, and 202 (5, 5, 3, 3 hours for a total of 16)
2. Three-semester sequence: 101, 102, and 210 (5, 5, 6 hours for a total of 16)
3. Students who have completed at least two years of one foreign language in high school may satisfy the college’s foreign language requirement by completing 101 and 102 in a different foreign language.
4. Students who have not taken four years of the same foreign language in high school but who complete the Modern Language Placement Exam and are placed into 203 (or higher) of that language are exempt from the foreign language requirement without credit toward the degree.

Students who have taken three years or fewer of a foreign language in high school should contact the Department of Modern Languages and Literatures for recommended placement.

A student who achieves a specified scaled score in the College Level Examination Program (CLEP) subject exam in French, German and Spanish, Levels 1 and 2, may be exempted from the language requirement and may also receive credit for the fourth semester course in the language. Students who want to exercise this option must receive permission from an associate dean of the College of Journalism and Mass Communications.

A student who has demonstrated acceptable proficiency in a language other than English is exempt from the foreign language requirement without credit toward the degree (for example, international students who completed high school outside the United States). The student’s academic advisor will determine whether a placement exam administered by the Department of Modern Languages and Literatures is necessary.

Group 5
At least 30 of the 120 semester hours of credit must be in courses numbered above 299.

Minimum Hours Required for Graduation
A minimum of 120 semester hours of credit is required for graduation from the College of Journalism and Mass Communications.

Grade Rules
C- and D Grades
The college will accept no more than 15 semester hours of grades less than a C from any program outside the University of Nebraska system. No grades less than a C will count toward a CoJMC major. The college will honor minimum grade requirements stipulated by departments offering minors outside the college.

Pass/No Pass
The college will accept up to 24 hours of Pass/No Pass courses toward a bachelor of journalism degree, subject to the limits stated below.
All courses in the College of Journalism and Mass Communications must be taken for grade only unless otherwise specified. This applies to both majors and non-majors.

The Pass/No Pass (P/N) option is designed to be used by students seeking to expand their intellectual horizons by taking courses outside the college in areas where they may have minimum preparation without adversely affecting a student's grade point average.

1. Neither a P (pass) nor an N (no pass) contributes to a student's GPA.
2. P is interpreted to mean a grade of C or better. A student who earns a C- or lower will receive a grade of N.
3. The 24-hour college limit does not include courses offered on a Pass/No Pass only basis or AP credit. This limit does apply to transfer courses from UNO, UNK, UNMC, and other institutions.
4. P/N hours can count toward fulfillment of group requirements up to the 24-credit hour maximum (if the course is eligible as a P/N course).
5. Students may change from graded to P/N or vice versa only until halfway through the course. In either case, they must speak with an advisor before doing so.

Residency
Students must complete at least 30 of the 120 total hours for their degree at Nebraska. Students must complete at least half of their major coursework including 6 hours above 299 in their major, and 15 of the 30 hours required above 299 in residence. Students transferring hours into the advertising and public relations, broadcasting, journalism, or sports media and communication majors must meet additional requirements, which are described under Transfer Credit Rules. To encourage participation in international study, the college accepts all prior-approved education abroad credits as hours in residence.

Transfer Credit Rules
The goal of the following policy is to ensure that students from other campuses meet the same standards required of students who take all their courses at the University of Nebraska–Lincoln's College of Journalism and Mass Communications.

The college will accept up to 6 hours in journalism and mass communications courses taken at institutions that do not have an ACE/JMC-accredited journalism and mass communications program. Students must take the remainder of the required hours in their ADPR, BRDC, JOMC, JOUR, or SPMC courses from the University of Nebraska–Lincoln. All students must complete the college's capstone course designated for their major. At the University of Nebraska–Lincoln, students from ACE/JMC-accredited programs may request equivalency reviews of the required courses at those schools. Degree candidates must accumulate 72 credit hours of non-journalism and mass communications classes. These are to be selected from ACE courses outside of journalism and mass communications courses or courses in disciplines listed as Liberal Education/Liberal Arts, which includes non-vocational ALEC courses, College of Business courses and College of Fine and Performing Arts courses.

Credit for courses taken at foreign universities and colleges will be transferred only after evaluation by the associate dean. This evaluation may include examination of the student over subject matter studied at the foreign institution.

ACE Requirements
All students must fulfill the Achievement-Centered Education (ACE) requirements. Information about the ACE program may be viewed at ace.unl.edu (http://ace.unl.edu).

Catalog Rule
Students who left the university in good standing may be readmitted to the College of Journalism and Mass Communications and they may choose the catalog under which they wish to graduate according to the following guidelines:

1. Students must fulfill the requirements stated in the Undergraduate Catalog for the year they enter the College of Journalism and Mass Communications or in any subsequent catalog published while they are enrolled in the college.
2. No returning student may use a catalog that is 10 years old or older. In addition, any student seeking graduation credit for a College of Journalism and Mass Communications course taken more than 10 years prior to graduation must demonstrate mastery of the material currently included in that course at the proficiency level satisfactory to the associate dean and one or more faculty members qualified to teach the course in question. Students unable to demonstrate satisfactory mastery of the course material will be required to repeat the original course or a corresponding contemporary course designated by the college's advisory committee, if the original course is no longer offered.

Learning Outcomes
Graduates of advertising and public relations will be able to:

1. Understand and apply the principles and laws of freedom of speech and press as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
5. Understand concepts and apply theories in the use and presentation of images and information.
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
7. Think critically, creatively and independently.
8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
10. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
11. Apply basic numerical and statistical concepts as well as tools and technologies appropriate for the communications professions in which they work.
12. Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

**Major Requirements**

The major is 43 hours in advertising and public relations.

**Required Courses**

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ADPR 151</td>
<td>Introduction to Advertising and Public Relations</td>
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<tr>
<td>JOUR 200A</td>
<td>Fundamentals of Editing and Reporting I</td>
<td>3</td>
</tr>
<tr>
<td>ADPR 221</td>
<td>Strategic Writing for Advertising and Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>ADPR 283</td>
<td>Strategy Development for Advertising and Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>JOMC 20</td>
<td>Professional Development/Sophomore Experience</td>
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</tr>
<tr>
<td>JOMC 100</td>
<td>The First Year Experience</td>
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</tr>
<tr>
<td>JOMC 101</td>
<td>Principles of Mass Media</td>
<td>3</td>
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<tr>
<td>JOMC 130</td>
<td>Introduction to Design Thinking</td>
<td>1</td>
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<tr>
<td>JOMC 131</td>
<td>Visual Communication Core Modules I</td>
<td>1</td>
</tr>
<tr>
<td>JOMC 132</td>
<td>Visual Communication Core Modules II</td>
<td>1</td>
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<tr>
<td>JOMC 133</td>
<td>Visual Communication Advanced Modules</td>
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<td>JOMC 134</td>
<td>Visual Communication Project</td>
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<tr>
<td>JOMC 486</td>
<td>Mass Media Law</td>
<td>3</td>
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<tr>
<td>JOMC 487</td>
<td>Media, Ethics and Society</td>
<td>3</td>
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</table>

Select one of the following capstone courses:

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<tr>
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<th>Hours</th>
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<tbody>
<tr>
<td>ADPR 429</td>
<td>Jacht Student Ad Agency</td>
<td>3</td>
</tr>
<tr>
<td>ADPR 439</td>
<td>Student Competitions</td>
<td>3</td>
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<tr>
<td>ADPR 489</td>
<td>Advertising and Public Relations Campaigns</td>
<td>3</td>
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Credit Hours Subtotal: 31

**Electives**

Select 12 hours (See details in paragraph below.)

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<thead>
<tr>
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<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ADPR 329</td>
<td>Jacht Ad Lab</td>
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<tr>
<td>ADPR 339</td>
<td>Student Ad Competitions</td>
<td>3</td>
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<tr>
<td>ADPR 357</td>
<td>Account Planning</td>
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<tr>
<td>ADPR 361</td>
<td>Connecting Through Owned, Earned, and Paid Media</td>
<td>3</td>
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<tr>
<td>ADPR 362</td>
<td>Digital Content Strategy</td>
<td>3</td>
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<tr>
<td>ADPR 434</td>
<td>Digital Insight &amp; Analytics</td>
<td>3</td>
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<tr>
<td>ADPR 481</td>
<td>Advertising and Public Relations Research</td>
<td>3</td>
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<tr>
<td>ADPR 484</td>
<td>Brands &amp; Branding</td>
<td>3</td>
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<tr>
<td>ADPR 433</td>
<td>Design and Layout</td>
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<td>ADPR 339</td>
<td>Student Ad Competitions</td>
<td>3</td>
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<tr>
<td>ADPR 447</td>
<td>Strategic and Creative Concepting</td>
<td>3</td>
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<tr>
<td>ADPR 458</td>
<td>Interactive Media Design</td>
<td>3</td>
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<tr>
<td>ADPR 483</td>
<td>Portfolio Development</td>
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<tr>
<td>ADPR 323</td>
<td>Copy and Concept</td>
<td>3</td>
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<td>ADPR 339</td>
<td>Student Ad Competitions</td>
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<td>ADPR 360</td>
<td>Media Planning and Strategy</td>
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<td>ADPR 361</td>
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<td>Digital Content Strategy</td>
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<td>Interactive Media Design</td>
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<td>ADPR 466</td>
<td>Social Media Theory and Practice</td>
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<tr>
<td>JOUR 200B</td>
<td>Fundamentals of Editing and Reporting II</td>
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<td>ADPR 429</td>
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<td>ADPR 350</td>
<td>Public Relations Planning and Case Studies</td>
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<td>ADPR 361</td>
<td>Connecting Through Owned, Earned, and Paid Media</td>
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<td>ADPR 417</td>
<td>Issues Management and Crisis</td>
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<td>ADPR 437</td>
<td>Communications in Agricultural and Environmental Sciences</td>
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<td>Public Relations Management and Case Studies</td>
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<td>ADPR 451</td>
<td>Public Relations Techniques</td>
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<td>Crisis Management in Corporations and Nonprofits</td>
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<td>Social Media Theory and Practice</td>
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<tr>
<td>JOMC 222</td>
<td>Social Justice, Human Rights and the Media</td>
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<td>JOMC 380</td>
<td>Global News in the Age of Social Media</td>
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<td>JOMC 422</td>
<td>Race, Gender, and Media</td>
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<tr>
<td>JOUR 346</td>
<td>Nebraska Mosaic</td>
<td>3</td>
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Credit Hours Subtotal: 12

Total Credit Hours: 43

**Elective Hours**

The 12 elective hours may comprise one of five emphases, including brand management; creative; media, data, and analytics; public relations; and global/multicultural communication. Students also may select the elective courses from multiple areas of emphasis to provide a broad background. Each of the emphases requires 12 elective hours from the courses listed in each emphasis below. At least 9 of the 12 elective hours must be chosen from ADPR elective options numbered 300 or higher. However, for the public relations emphasis JOUR 200B Fundamentals of Editing and Reporting II and ADPR 207 Communicating to Public Audiences can apply.

**Brand Management Emphasis**

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**Creative Emphasis**

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<td>Copy and Concept</td>
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<td>Media Planning and Strategy</td>
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**Media, Data, and Analytics Emphasis**

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<td>JOUR 200B</td>
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**Public Relations Emphasis**

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<tbody>
<tr>
<td>ADPR 207</td>
<td>Communicating Science with Public Audiences</td>
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**Global/Multicultural Communication Emphasis**

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If approved by the associate dean, all areas of emphasis may further include the following: ADPR X91, BRDC X91, JOUR X91, JOMC X91, JOMC 495 Internship for Credit, ADPR 496 Independent Study in Advertising and Public Relations and ADPR 499H Honors Course.

Students may complete additional majors in the College of Journalism and Mass Communications by completing all requirements for each major. However, additional majors in the college will not take the place of a minor or any of the 72 hours required outside the college.

Graduating seniors also must complete JOMC 98 Senior Assessment, which is typically taken in the last semester.

### Additional Major Requirements

#### Internship Policy

Students may be able to earn credit for internships under certain circumstances. The complete internship policy can be found at https://journalism.unl.edu/internship-policy. A maximum of 3 credits in internship can count towards the degree.

#### Credit in Special Experiences

Students may earn up to 6 credit hours toward the degree in some student experiences, including the following courses: ADPR 329, ADPR 339, ADPR 429, ADPR 439, ADPR 489. Students may repeat the same course again for additional credit hours, but those credits will not count toward the degree inside or outside the major. Talk with an academic advisor for further information or specific questions.

#### ADPR 151 Introduction to Advertising and Public Relations

**Notes:** Open to non-College of Journalism and Mass Communications majors.

**Description:** Fundamental concepts and processes underlying integrated marketing communications in a global market place. The discipline's historical roots and current role of professionals.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** ADPR 221; ADPR 283; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417

#### ADPR 189H University Honors Seminar

**Prerequisites:** Good standing in the University Honors Program.

**Notes:** University Honors Seminar 189H is required of all students in the University Honors Program.

**Description:** Topic varies. All topics will focus on ACE 8 and be taught accordingly.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL

**ACE:** ACE 8 Civic/Ethics/Stewardship

**Groups:** General Economics and Theory

### ADPR 191 Special topics

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Grading Option:** Graded with Option

### ADPR 207 Communicating Science with Public Audiences

**Crosslisted with:** ALEC 207

**Description:** Concepts and techniques of strategic communication, with a special focus on issues involving food, agricultural production, environmental sustainability, and natural resources. Skills and theory essential for relating to public audiences and other stakeholders.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded with Option

**Prerequisite for:** ALEC 307; ALEC 417, ADPR 417; ALEC 495B

### ADPR 221 Strategic Writing for Advertising and Public Relations

**Prerequisites:** ADPR 151 and JOUR 200A with grade of C or better in both.

**Description:** Advertising and public relations writing styles and techniques to develop effective, goal-oriented communications designed for diverse audiences, tactics and media. Spans objective news-style writing to digital storytelling, persuasive ad copywriting and promotional direct marketing.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** ADPR 323; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417

**ACE:** ACE 1 Writing

### ADPR 283 Strategy Development for Advertising and Public Relations

**Prerequisites:** ADPR 151

**Notes:** Writing assignments require incorporation of research and strategy development, culminating in a creative brief.

**Description:** Examine client problems and possible solutions and develop and evaluate strategies and tactics for promotional communications.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** ADPR 323; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417

**ACE:** ACE 1 Writing

### ADPR 291 Special topics

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Grading Option:** Graded with Option
ADPR 323 Copy and Concept
Prerequisites: ADPR 221 and ADPR 283.
Description: The core of any great advertisement is its concept. This course is for copywriters to find that big idea then execute it by developing copy that effectively promotes the brand. Copywriters will have to write long copy, short copy, scripts for television and radio, and copy for interactive media.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 329 Jacht Ad Lab
Prerequisites: ADPR 283 and permission
Notes: Application required.
Description: Learn agency processes and business fundamentals. Work as junior member of one or more teams to conduct research and evaluate the findings, develop and present integrated marketing communications strategy and creative materials for a multimedia advertising and public relations campaign needed by a client.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 333 Design and Layout
Prerequisites: ADPR 283 and JOMC 130-134 or JOMC 161
Description: Graphics and design of advertising. Principles and techniques of typography, layout and design, computer graphics, and production methods. Develop strategies and design ads for various media using industry-standard graphic design programs.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 339 Student Ad Competitions
Prerequisites: Junior standing, ADPR 283 and permission
Notes: Requires interview process and submission of portfolio.
Description: Conduct research and evaluate the findings to develop and present an integrated marketing communications strategy and creative materials for a nationally competitive advertising and public relations campaign for a national client.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 350 Public Relations Planning and Strategy
Prerequisites: ADPR 283 or BRDC 227 or JOUR 200B.
Description: Focus on strategic public relations planning process and explore many of the specialty practice areas related to PR. Apply strategic principles to solve public relations problems.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 357 Account Planning
Prerequisites: ADPR 283
Description: Examines the role of an advertising agency account planner in developing strategies in the form of creative briefs based on insights from both primary and secondary research research.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 358 UX/UI Design
Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A and ADPR 151, ADPR 221, and ADPR 283 or BRDC 227, BRDC 269 and BRDC 260
Description: Study of design systems and the web design process from concept to prototyped execution.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 360 Media Planning and Strategy
Prerequisites: ADPR 283
Notes: Assignments include evaluating, selecting, and planning the use of media.
Description: The principles and practices of planning, evaluating, and selecting a variety of traditional and non-traditional media in a local and national context. Marketing-driven strategic approaches to understand how media fits into an integrated communication system. Integrating information from a variety of resources and applying basic numerical and statistical concepts that build the foundation for strategic media planning.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 361 Connecting Through Owned, Earned, and Paid Media
Prerequisites: ADPR 283
Description: Understanding connections between paid media (advertising) and owned and earned media (public relations) as part of integrated marketing communications.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 362 Digital Content Strategy
Prerequisites: ADPR 283
Description: Overview of decisions communications managers must make when developing digital content. Introduction to breadth of digital content strategy.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ADPR 391 Special topics
Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.
Description: Topics vary each term.
Credit Hours: 1-4
Min credits per semester: 1
Max credits per semester: 4
Max credits per degree: 12
Grading Option: Graded with Option

ADPR 417 Issues Management and Crisis Communications in Agricultural and Environmental Sciences
Crosslisted with: ALEC 417
Prerequisites: Junior standing; ALEC 207. College of Journalism and Mass Communications: Junior standing; JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283
Notes: Recommended: ALEC 260
Description: Examines strategic communication practices of issues management, risk assessment, and crisis communications in agriculture and other industries, explores the process necessary to address current and future issues, and outlines effective communication in times of crisis. Focused on issues and crisis in agriculture, environmental science, natural resources, and society.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded with Option

ADPR 429 Jacht Student Ad Agency
Prerequisites: Senior standing, JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283 and permission.
Notes: Requires interview process and submission of portfolio.
Description: Conduct research and evaluate the findings to develop and present an integrated marketing communications strategy and creative materials for a multimedia advertising and public relations campaign needed by a client. Learn and apply basic business concepts involved in a working ad agency startup. Application of knowledge, experience, and skills learned in previous courses to a new situation.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 9 Global/Diversity

ADPR 433 Art Direction
Crosslisted with: ADPR 833
Prerequisites: Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, ADPR 283, and ADPR 333
Notes: Has individual and team projects.
Description: Visual and graphic design as applied to the corporate environments of advertising and public relations. Print and electronic design principles, strategies and elements using traditional and new digital technologies. Development of creative materials for actual clients, corporate identities, electronic presentations, professional creative portfolios, non-traditional resumes, and World Wide Web (WWW) sites.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 10 Integrated Product

ADPR 434 Digital Insight & Analytics
Crosslisted with: ADPR 834
Prerequisites: Junior standing, JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283
Description: A study of the digital communication landscape. Course explores how various channels of digital communication can be used to analyze audiences, connect with them and ultimately build brands.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 437 International/Multicultural Public Relations
Crosslisted with: ADPR 837
Prerequisites: Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283
Description: Content and discussions on global issues affecting the public relations profession, the professional, the specialized practices, and the engagement of stakeholders simultaneously at home and at transnational levels.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 438 Global Advertising
Crosslisted with: ADPR 838
Prerequisites: Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, ADPR 283.
Description: Global advertising and communication. Cultural, economic, political and social differences that affect advertising strategy and execution in foreign markets. Advertising a USA product or service in the global market.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 9 Global/Diversity

ADPR 439 Student Competitions
Prerequisites: Senior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, ADPR 283, and permission.
Notes: Requires interview process and submission of portfolio.
Description: Conduct research and evaluate the findings to develop and present an integrated marketing communications strategy and creative materials for a nationally competitive advertising and public relations campaign for a national client.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 10 Integrated Product
ADPR 447 Strategic and Creative Concepting  
**Crosslisted with:** ADPR 847  
**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283  
**Description:** The alternative and advanced methods of communicating a message, a need, a perception or attitude. Creative storytelling and problem-solving, critique and analysis, and how to creatively communicate with strategic thinking and design.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

ADPR 450 Public Relations Management and Case Studies  
**Crosslisted with:** ADPR 850  
**Prerequisites:** Junior standing and ADPR 283 or BRDC 227 or JOUR 200B.  
**Description:** Philosophies and theories that underlie the discipline and profession of public relations. The critical and supportive perspectives used to gain insight into the history and direction of public relations.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

ADPR 451 Public Relations Techniques  
**Crosslisted with:** ADPR 851  
**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283  
**Description:** Multimedia tools in advertising, public relations, direct marketing, and sales promotion. Promotional writing, publications development, and media relations.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

ADPR 457 Crisis Management in Corporations and Nonprofits  
**Crosslisted with:** ADPR 857  
**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283  
**Description:** Role of public relations in prevention of crises, response to crises, and recovery from crises. How to preempt, prepare for and respond to corporate, nonprofit and government sector crises from a public relations perspective.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

ADPR 458 Interactive Media Design  
**Crosslisted with:** ADPR 858  
**Prerequisites:** Junior standing, JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283  
**Description:** Communication strategies and tactics using interactive media. Exploration of interactive's role in strategic communications, user experience, information architecture, interactive design and development using current web technologies.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

ADPR 464 Sports Media Relations & Promotions  
**Crosslisted with:** ADPR 864, SPMC 464, SPMC 864  
**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221 and ADPR 283  
**Description:** Issues in sports media relations and integrated marketing communications. Background of the unpredictable nature of the sports industry and the relationships with its various publics and the media.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

ADPR 466 Social Media Theory and Practice  
**Crosslisted with:** ADPR 866  
**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283  
**Description:** Key theories related to the study of social media, important social media monitoring and management practices, and advertising/PR opportunities on the most popular social and mobile media platforms.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

ADPR 481 Advertising and Public Relations Research  
**Prerequisites:** Junior standing, JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283  
**Notes:** Experience the actual research process and produce a report.  
**Description:** Research in the planning, development and evaluation of advertising. The research process, use of secondary sources of information and how to analyze data from these sources. The planning and execution of primary research. Survey techniques.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded

ADPR 483 Portfolio Development  
**Crosslisted with:** ADPR 883  
**Prerequisites:** Junior standing, JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283  
**Description:** How to improve individual portfolios of creative work and execute a variety of creative pieces that demonstrate improvement in their collections.  
**Credit Hours:** 1  
**Max credits per semester:** 1  
**Max credits per degree:** 1  
**Grading Option:** Graded

ADPR 484 Brands & Branding  
**Prerequisites:** Junior standing; JOMC 101, JOMC 130-134, ADPR 151, ADPR 221 and ADPR 283  
**Description:** The managerial philosophy, techniques, and processes in advertising. Organizational structures, integrated marketing communications, strategic planning, marketing planning, advertising planning, advertising research, budgeting, and decision paradigms.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Grading Option:** Graded
ADPR 488 Media Sales and Promotion
Crosslisted with: ADPR 888
Prerequisites: Junior standing, JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, ADPR 283.
Description: Techniques for print and electronic media sales and promotion. Rate structures, legal requirements, and social and economic effects.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

ADPR 489 Advertising and Public Relations Campaigns
Crosslisted with: ADPR 889
Prerequisites: Senior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283
Notes: Requires working in teams.
Description: Conduct research and evaluate the findings to develop and present an integrated marketing communications strategy and creative materials for a multimedia advertising and public relations campaign needed by a client. Application of knowledge, experience, and skills learned in previous courses to a new situation.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 10 Integrated Product

ADPR 491 Special Topics in Advertising
Crosslisted with: ADPR 891
Notes: May be repeated up to three times so long as the topics are different. 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree.
Description: Topics vary each term.
Credit Hours: 1-4
Min credits per semester: 1
Max credits per semester: 4
Max credits per degree: 12
Grading Option: Graded

ADPR 495 Advertising or Public Relations Internship
Prerequisites: Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, ADPR 283, and permission.
Notes: A maximum of 150 hours will be accepted toward the degree.
Description: Advertising- or Public Relations-related internships, paid or unpaid, provide an opportunity to enhance professional skills while contributing meaningful work and expanding career networks. Required minimum of 150 hours of internship regardless of number of credit hours earned.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Pass No Pass

ADPR 496 Independent Study in Advertising and Public Relations
Crosslisted with: ADPR 896
Prerequisites: Permission
Credit Hours: 1-24
Min credits per semester: 1
Max credits per semester: 24
Max credits per degree: 24
Grading Option: Graded with Option

ADPR 499H Honors Course
Prerequisites: For candidates with distinction, with high distinction, and with highest distinction in the College of Journalism and Mass Communications.
Credit Hours: 1-4
Min credits per semester: 1
Max credits per semester: 4
Max credits per degree: 4
Grading Option: Graded

JOMC 100 The First Year Experience
Description: Assists new students in making a successful transition to the University of Nebraska, specifically the College of Journalism and Mass Communications, both academically and personally. Fosters a sense of belonging, promotes engagement in the curricular and co-curricular life of the University, encourages self responsibility, and articulates the benefits of a higher education and the expectations and values of the University. Helps students develop and apply essential study skills, communication skills and explore interests, abilities and values.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Pass No Pass

JOMC 101 Principles of Mass Media
Description: Introduction to the mass media as sources of news and entertainment conduits for messages of persuasion. Background and history about print and broadcast media and about public relations. How the media and persuasive messages both affect and are affected by society and content. Open to non-College of Journalism and Mass Communications majors.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded with Option
Prerequisite for: ADPR 333; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 227; BRDC 260; BRDC 269; BRDC 328; BRDC 376; JOMC 352; JOUR 200A; JOUR 200B; JOUR 400; BRDC 400

JOMC 130 Introduction to Design Thinking
Prerequisites: Declared CoJMC student or by permission for students whose home college has a written agreement with the CoJMC regarding this course; Co-req JOMC 131.
Notes: Students can complete JOMC 130, 131, 132, 133 and 134 in two, three or four semesters. The courses cannot be completed in one semester. Students can register for JOMC 130, 131 and 132 simultaneously. Students must register for JOMC 130 and 131 simultaneously.
Description: Live events, online materials and activities in design thinking, storytelling, and how technology works to challenge students to think creatively, strategically and intelligently when producing content.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded
Prerequisite for: ADPR 333; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 227; BRDC 260; BRDC 269; BRDC 328; BRDC 359; BRDC 372; BRDC 376; JOMC 131; JOMC 132; JOMC 133; JOMC 134; JOMC 206; JOMC 352; JOUR 302; JOUR 304; JOUR 305; JOUR 400; BRDC 400
JOMC 131 Visual Communication Core Modules I
Prerequisites: Declared CoJMC student or by permission for students whose home college has a written agreement with the CoJMC regarding this course; Co-req JOMC 130.
Notes: Students can complete JOMC 130, 131, 132, 133 and 134 in two, three or four semesters. The courses cannot be completed in one semester.
Description: Self-paced modules and weekly critiques introduce students to specific types of content in traditional and digital media, such as video, photography, layout, typography, web design, audio and mobile.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded
Prerequisite for: ADPR 333; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 260; BRDC 269; BRDC 328; BRDC 359; BRDC 372; BRDC 376; JOMC 130; JOMC 132; JOMC 133; JOMC 134; JOMC 206; JOMC 306; JOMC 352; JOUR 302; JOUR 304; JOUR 305; JOUR 400, BRDC 400

JOMC 132 Visual Communication Core Modules II
Prerequisites: Declared CoJMC student or by permission for students whose home college has a written agreement with the CoJMC regarding this course; Co-req or pre-req JOMC 130 and JOMC 131.
Notes: Students can complete JOMC 130, 131, 132, 133 and 134 in two, three or four semesters. The courses cannot be completed in one semester.
Description: Students continue self-paced modules and weekly critiques to learn fundamentals of specific types of content in traditional and digital media, such as video, photography, layout, typography, web design, audio and mobile.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded
Prerequisite for: ADPR 333; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 260; BRDC 269; BRDC 328; BRDC 359; BRDC 372; BRDC 376; JOMC 134; JOMC 206; JOMC 306; JOMC 352; JOUR 302; JOUR 304; JOUR 305; JOUR 400, BRDC 400

JOMC 133 Visual Communication Advanced Modules
Prerequisites: Declared CoJMC student or by permission for students whose home college has a written agreement with the CoJMC regarding this course; Pre-req JOMC 130 and JOMC 131 with a C or higher.
Notes: Students can complete JOMC 130, 131, 132, 133 and 134 in two, three or four semesters. The courses cannot be completed in one semester.
Description: Students continue self-paced modules and weekly critiques to achieve more advanced proficiency in specific types of visual communication used in traditional and digital media.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded
Prerequisite for: ADPR 333; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 260; BRDC 269; BRDC 328; BRDC 359; BRDC 372; BRDC 376; JOMC 134; JOMC 352; JOUR 302; JOUR 304; JOUR 305; JOUR 400, BRDC 400

JOMC 134 Visual Communication Project
Prerequisites: Declared CoJMC student or by permission for students whose home college has a written agreement with the CoJMC regarding this course; Pre-req JOMC 130, JOMC 131 and JOMC 132 with a C or higher and pre-req or co-req JOMC 133.
Notes: Students can complete JOMC 130, 131, 132, 133 and 134 in two, three or four semesters. The courses cannot be completed in one semester.
Description: Produce multimedia group project that communicates information about organization, group, social issue, etc. Use all skills developed in previous modules.
Credit Hours: 2
Max credits per semester: 2
Max credits per degree: 2
Grading Option: Graded
Prerequisite for: ADPR 333; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 260; BRDC 269; BRDC 328; BRDC 359; BRDC 372; BRDC 376; JOMC 352; JOUR 302; JOUR 304; JOUR 305; JOUR 400, BRDC 400

JOMC 191 Special Topics
Description: Topics vary each term. 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.
Credit Hours: 1-4
Min credits per semester: 1
Max credits per semester: 4
Max credits per degree: 12
Grading Option: Graded with Option
Prerequisites: JOMC 134, 135, 206, 306
Description: Topics vary each term. 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.
Credit Hours: 1-4
Min credits per semester: 1
Max credits per semester: 4
Max credits per degree: 12
Grading Option: Graded with Option
JOMC 206 Visual Communications in Photojournalism & Multimedia
Prerequisites: JOMC 130, 131, and 132. Major in JOUR, BRDC, SPMC, or ADPR.
Description: Gain skills using digital cameras, shooting photographs in numerous situations, understanding action, reaction and emotion in photography.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: JOMC 306

JOMC 222 Social Justice, Human Rights and the Media
Description: Role of ethical principles and social responsibility and their importance in society and media today. Analysis of local and global human trafficking issues and advancing knowledge and solutions in areas of awareness, prevention, education, and role of media.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 8 Civic/Ethics/Stewardship ACE 9 Global/Diversity
JOMC 291 Special Topics
Description: Topics vary each term. 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.
Credit Hours: 1-4
Min credits per semester: 1
Max credits per semester: 4
Max credits per degree: 12
Grading Option: Graded with Option

ACE: ACE 8 Civic/Ethics/Stewardship ACE 9 Global/Diversity
JOMC 306 Advanced Visual Communications in Photojournalism and Multimedia
Prerequisites: JOMC 206, JOMC 131 or JOMC 132
Notes: Work will appear on the student news World Wide Web (WWW) site.
Description: Building visual skills to recognize action, reaction and/or emotion, and incorporating them into photos and videos.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOMC 317 Video Games & Society
Description: As a popular and constantly growing form of media, video games have become entrenched within society as art, entertainment, tool, and cause for concern. As with any new medium, video games have brought with them new cultural conversation about their influence on players and society. Examines video games based on scientific evidence in order to understand and address the dominant, current conversations about video games. Topics include game design (e.g., rewards, motivation, narrative), game effects (e.g., violence, immersion, learning, addiction), and behavioral design using the latest social scientific research available. Focus is on understanding and interpretation of primary research articles and designing research projects. Covers current debates and trends concerning video game design, use, and effects.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOMC 352 Mobile Media Lab
Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A, BRDC 227, BRDC 269 and BRDC 260
Description: Build on media production skills already amassed in the major. Plan, develop, distribute high quality content to various audiences on mobile devices, other emerging platforms.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOMC 380 Global News in the Age of Social Media
Description: Examines the flow of news from news organizations and from individuals around the world. Compare the journalistic model of verification with the social media model of speed and transparency stressing critical thinking and analysis. Use worldwide news reports and social media to learn about other people, cultures and world problems. Learn how different theories of the press relate to different regime structures and how those theories shape the news differently, depending on the country from which it originates. Compare and contrast news from different countries, and news from different sources about the same country, whether the source is reports from news organizations or from individuals using social media. Learn research and analysis skills, as well as fundamental information about different countries, cultures and people and about the diversity of life and conditions around the world.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: SPRING
ACE: ACE 9 Global/Diversity
Advertising & Public Relations

JOMC 444 Science Writing
Crosslisted with: JOMC 844, ALEC 444
Prerequisites: Permission.
Notes: Open to all majors. Articles may be submitted for publication.
Description: Advanced writing about science for the non-expert and/or for the general public. Issues in science communication through reading the best writers in science and journalism. Research and write short articles and longer profiles about science and scientists at the University of Nebraska-Lincoln (UNL) and elsewhere. Polish writing skills for doing work in science classes.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOMC 462 The Social Media Landscape
Crosslisted with: JOMC 862
Description: Examine the idea of social influence and how social media trends are changing the way information flows into our society. Through Socratic-based discussions discover the impact of social media on global political and social change movements.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOMC 485 Mass Media History
Crosslisted with: JOMC 885
Prerequisites: Junior standing; major in advertising and public relations, broadcasting, or journalism
Description: History of American mass media in cultural and philosophical contexts; the evolution of mass media as a social institution.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOMC 486 Mass Media Law
Crosslisted with: JOMC 886
Prerequisites: Junior standing; major in the College of Journalism and Mass Communications
Description: Legal basis for freedom of speech and press. Limitations imposed upon rights by statute, common law and court decisions. Resolving conflicts between those rights and other constitutional rights. Enhancing critical-thinking and writing skills. Roles, rights, and responsibilities of mass media in a free society through analysis of cases.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded with Option

JOMC 487 Media, Ethics and Society
Crosslisted with: JOMC 887
Prerequisites: Junior standing; major in ADPR, BRDC or JOUR.
Notes: Required of all students seeking a degree through the College of Journalism and Mass Communications.
Description: Interrelationships between the American mass media and society, integrating ethics, theories and contemporary issues.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 8 Civic/Ethics/Stewardship

JOMC 491 Special Topics
Crosslisted with: JOMC 891, ANTH 491A, ANTH 891A
Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.
Description: Topics vary each term.
Credit Hours: 1-4
Min credits per semester: 1
Max credits per semester: 4
Max credits per degree: 12
Grading Option: Graded with Option

JOUR 189H University Honors Seminar
Prerequisites: Good standing in the University Honors Program or by invitation.
Notes: One University Honors Seminar 189H is required of all students in the University Honors Program. Open to University Honors Program students with any major and will count toward the degree in the College of Journalism and Mass Communications.
Description: Topic varies.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Pass No Pass
ACE: ACE 5 Humanities

JOUR 191 Special topics
Notes: Maximum of 12 credit hours of special topics at all levels (191, 291, 391, 491). May be repeated up to three times so long as the topics are different.
Description: Topics vary each term.
Credit Hours: 1-4
Min credits per semester: 1
Max credits per semester: 4
Max credits per degree: 12
Grading Option: Graded
JOUR 200A Fundamentals of Editing and Reporting I
Prerequisites: CoJMC major. Minimum 2.00 GPA and completion of JOMC 101 with a grade of C or better.
Description: Fundamentals of reporting, writing and editing for news media in print, digital and broadcast platforms.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
Prerequisite for: ADPR 221; ADPR 358; ALEC 307; BRDC 260; BRDC 372; JOMC 352; JOUR 200B; JOUR 302; JOUR 303; JOUR 346; JOUR 348; JOUR 400, BRDC 400; SPMC 250

JOUR 200B Fundamentals of Editing and Reporting II
Prerequisites: Minimum of 2.00 GPA; completion of JOMC 101 and JOUR 200A with a grade of C or better.
Description: Continuation of JOUR 200A, focusing on more depth in reporting, writing and editing for news media in print, digital and broadcast platforms.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
Prerequisite for: ADPR 350; BRDC 372; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 346; JOUR 400, BRDC 400

ACE: ACE 1 Writing

JOUR 291 Special Topics
Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.
Description: Topics vary each term.
Credit Hours: 1-4
Min credits per semester: 1
Max credits per semester: 4
Max credits per degree: 12
Grading Option: Graded with Option

JOUR 302 Beat Reporting
Prerequisites: JOMC 130-134 or JOMC 160, JOUR 201 and 202 or JOUR 200A and 200B.
Notes: Work will appear on the student news World Wide Web (WWW) site.
Description: Advanced reporting and writing. Skills and techniques necessary to develop more complex stories for all platforms.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
Prerequisite for: JOUR 326; JOUR 386; JOUR 400, BRDC 400

JOUR 303 Editing for Digital Media
Prerequisites: Completion of JOUR 201 or JOUR 200A and JOUR 200B
Notes: Work will appear on the student news World Wide Web (WWW) site. JOUR 303 is 'Letter grade only'.
Description: Refining of editing of news and feature stories for print and on-line media. Issues of ethics and news-editing.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL
Prerequisite for: JOUR 386; JOUR 400, BRDC 400

JOUR 304 Multimedia Journalism
Prerequisites: JOMC 130-134 or JOMC 160; JOUR 202.
Description: Explores a variety of digital reporting and storytelling options used to produce journalistic content online.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: JOUR 400, BRDC 400

JOUR 305 Solutions Journalism: Covering Responses to Social Problems
Prerequisites: Students must have completed with a grade of C or better in JOMC 130, 131, 132, 133, 134 and JOUR 200B.
Description: Study the origins, tenets and impact of solutions journalism and learn how to create news stories that are rigorously reported and compellingly written.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOUR 307 Data Journalism
Prerequisites: JOUR 202
Description: News reporting using data and analysis. Techniques for analysis and skills for writing complex stories.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: JOUR 400, BRDC 400; SPMC 460

JOUR 326 Sports Reporting
Prerequisites: JOUR 302
Description: The importance of good sports reporting through clear writing and its importance to readers; the principles of different types of sports stories; how to think critically about sports media; and how the fundamentals of good reporting and writing apply to sports.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
JOUR 346 Nebraska Mosaic
Prerequisites: Grade of C or better in JOUR 200A and JOUR 200B.
Description: Create and present news and information of particular interest to Lincoln's growing refugee communities. The stories students report will be presented on the Nebraska Mosaic website (www.nemosaic.org), and they may also be re-purposed as part of printed newsletters or video projects distributed on DVD.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: JOUR 400, BRDC 400

JOUR 348 The Real World I
Prerequisites: JOUR 202
Notes: Pass/No Pass only
Description: An inside look at the news reporting business by hearing each week from working journalists at the Omaha World-Herald.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Pass No Pass
Prerequisite for: JOUR 448

JOUR 386 Magazine Editing and Design
Prerequisites: JOUR 302 and 303.
Notes: Work in will appear on the student news World Wide Web (WWW) site. Letter grade only.
Description: Theories and principles of editing and designing magazines. Decisions regarding the format and breakdown of the magazine, editing and designing stories, choosing photographs, writing captions and headlines.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOUR 391 Special topics
Description: Topics vary each term. 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.
Credit Hours: 1-4
Min credits per semester: 1
Max credits per semester: 4
Max credits per degree: 12
Grading Option: Graded with Option

JOUR 400 The News Lab
Crosslisted with: BRDC 400
Prerequisites: JOMC 101, JOMC 130-134; JOUR 200A; JOUR 200B or BRDC 227, 260 and 269; two of the following: BRDC 372, JOUR 302, 303, 304, 306, 307 or 346; senior standing; and permission code.
Notes: Topics vary.
Description: Produce content for publication with depth, exploration, and substance across multiple platforms by applying journalistic skills in a semester-long project.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: FALL/SPR
ACE: ACE 10 Integrated Product

JOUR 404 Digital Photojournalism/Multimedia I
Crosslisted with: JOUR 804
Prerequisites: JOMC 101 and JOMC 130-134
Notes: Student work will appear on student news World Wide Web (WWW) site.
Description: News, feature, sports and picture-story journalism.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOUR 407 Data Visualization
Crosslisted with: JOUR 807
Prerequisites: JOUR 202
Description: Storytelling with visuals generated from data. Theory and practice of visualization and analysis basics.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOUR 408 News Applications
Prerequisites: JOUR 202
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOUR 414 Government Controls of Information
Crosslisted with: JOUR 814
Description: Laws, regulations, and practices by which federal, state, and local government enhance or retard access to information about the executive, legislative, and judicial branches.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOUR 448 The Real World II
Prerequisites: JOUR 348 and permission code
Notes: For four students from a previous Real World I class who are chosen to participate in a fellowships at the Omaha World-Herald newspaper.
Description: Fellowship at the Omaha World-Herald newspaper.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

JOUR 467 School Publications
Crosslisted with: JOUR 867
Notes: Open only to students seeking a 7-12 journalism teaching endorsement.
Description: Problems and procedures involved in producing school newspapers, yearbooks, literary magazines, and radio and/or video projects.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
JOUR 490A Global Eyewitness Multimedia Photojournalism Project
Crosslisted with:  JOUR 890A
Prerequisites:  JOMC 206
Description:  Research and then visit a selected country and produce a multimedia story dealing with an emerging country in which there is need. Spend eight weeks conducting story research on campus then travel to the country either during winter break or in May. Spend three weeks in the country while working on the story then finish writing and editing after returning to Nebraska.
Credit Hours:  3
Max credits per semester:  3
Max credits per degree:  6
Grading Option:  Graded
Offered:  FALL/SPR
Prerequisite for:  JOUR 490B, JOUR 890B

JOUR 490B Global Eyewitness Multimedia Photojournalism Editing
Crosslisted with:  JOUR 890B
Prerequisites:  JOUR 490A/890A
Description:  Editing multimedia stories based on previous semester’s JOUR 490A/890A Global Eyewitness trip.
Credit Hours:  3
Max credits per semester:  3
Max credits per degree:  6
Grading Option:  Graded

JOUR 491 Special Topics
Crosslisted with:  JOUR 891
Notes:  12 hours max special topics hours at all levels (100, 200, 300, 400) per degree
Description:  Topics vary each term.
Credit Hours:  1-4
Min credits per semester:  1
Max credits per semester:  4
Max credits per degree:  12
Grading Option:  Graded with Option

JOUR 495 Journalism Internship
Prerequisites:  Permission
Description:  Journalism-related internships, paid or unpaid, will provide students with an opportunity to enhance their professional skills while contributing meaningful work and expanding their career networks.
Credit Hours:  1-3
Min credits per semester:  1
Max credits per semester:  3
Max credits per degree:  3
Grading Option:  Pass No Pass

JOUR 496 Independent Study in Journalism
Credit Hours:  1-24
Min credits per semester:  1
Max credits per semester:  24
Max credits per degree:  24
Grading Option:  Graded

JOUR 499H Honors Course
Prerequisites:  Good standing in the University Honors Program or by permission; candidate for degree with distinction or high distinction or highest distinction in the College of Journalism and Mass Communications.
Credit Hours:  1-4
Min credits per semester:  1
Max credits per semester:  4
Max credits per degree:  4
Grading Option:  Graded

PLEASE NOTE
This document represents a sample 4-year plan for degree completion with this major. Actual course selection and sequence may vary and should be discussed individually with your college or department academic advisor. Advisors also can help you plan other experiences to enrich your undergraduate education such as internships, education abroad, undergraduate research, learning communities, and service learning and community-based learning.

Advertising & Public Relations - Brand Management
Advertising & Public Relations - Creative Advertising & Public Relations - Media, Data, and Analytics
Advertising & Public Relations - Public Relations
Advertising & Public Relations - Global/Multicultural Communication

Career Information
The following represents a sample of the internships, jobs and graduate school programs that current students and recent graduates have reported.

Transferable Skills
- Ability to think critically
- Ability to gather information from data, documents and human sources
- Ability to write texts clearly and correctly across multiple platforms for multiple audiences
- Ability to use audio and visual communications tools to convey information appropriately with sound, graphics, still and moving images across multiple platforms
- Ability to work constructively and effectively in a team environment

Jobs of Recent Graduates
- Account Executive, Omaha World-Herald - Omaha NE
- Project Manager, Bailey Lauerman - Omaha NE
- Interactive Strategist, Archrival - Lincoln NE
- Project Manager, Hudl - Lincoln NE
- Creative Director, Hurrdat Social Media - Lincoln NE
- Senior Content Strategist, Nonprofit Hub - Lincoln NE
- Public Relations Writer, Swanson Russell - Lincoln NE
• Social Media Content Specialist, University of Nebraska Athletic Department - Lincoln NE
• Copywriter, Snitely Carr - Lincoln NE
• Advertising Graphic Artist, Lincoln Journal Star - Lincoln NE

Internships
• Creative Intern, Swanson Russell - Lincoln NE
• Communications and Social Media Intern, Nelnet - Lincoln NE
• Digital Marketing LA Intern, Fox Broadcasting Company -
• Consumer Insights Intern, Lawrence & Schiller - Sioux Falls SD
• Community Relations Student Assistant, University of Nebraska-Lincoln Athletic Department - Lincoln NE
• Marketing Intern, IMG Husker Sports Marketing - Lincoln NE
• Athlete Relations Intern, opendorse - Lincoln NE
• Merchandise Intern, Disney World - Orlando FL
• Strategic Content Intern, Nonprofit Hub - Lincoln NE
• Digital Intern, Redstrone Advertising - Omaha NE

Graduate & Professional Schools
• Juris Doctor, University of Nebraska-Lincoln - Lincoln NE
• Masters of Magazine Journalism, City University London - London ZZ
• Masters in Mass Communication, Texas Tech University - Lubbock TX
• Masters of Arts - Integrated Marketing Communication, University of Nebraska-Lincoln - Lincoln, NE
• MBA, University of Nebraska-Lincoln - Lincoln NE
• MBA, University of Nebraska-Lincoln - Lincoln NE
• , Chicago Portfolio School - Chicago, IL
• , Georgetown University - Washington, DC
• , Syracuse University - Syracuse, NY
• MBA, Wichita State University - Wichita KS