



ARTS,
HUMANITIES,
COMMUNICATION
& DESIGN



**Associate of Arts Field of Study
Mass Communications – Journalism**

**to
Bachelor of Arts in Journalism with
a minor in Consumer Experience Management
Guided Pathway
Effective for the 2019-2020 catalog¹**



First Year – Richland College²

FIRST SEMESTER	SECOND SEMESTER
◌ ENGL 1301 – Composition I (010)	◌ ENGL 1302 – Composition II (010)
◌ HIST 1301 – United States History I (060)	◌ HIST 1302 – United States History II* (060)
◌ COMM 1307 – Introduction to Mass Communication* (080)	Required Communications Course++
◌ PHED 1164 – Introduction to Physical Fitness and Wellness (090)	COMM 2311 – Media Writing
◌ SPCH 1311 – Introduction to Speech Communication (090) OR	◌ MATH X3XX Core Elective* (020)
◌ SPCH 1315 – Public Speaking (090) OR	
◌ SPCH 1321 – Business and Professional Communication (090)	

Second Year – Richland College

It's best to apply to UNT a full semester before you plan to transfer. It will help if you submit a copy of this pathway with your application.

FIRST SEMESTER	SECOND SEMESTER
◌ X4XX Core Science Elective* (030)	◌ X4XX Core Science Elective* (030)
◌ GOVT 2305 – Federal Government (070)	◌ GOVT 2306 – Texas Government (070)
◌ X3XX Creative Arts Core Elective* (050)	◌ X3XX Humanities, Literature, and Philosophy Core Elective* (040)
Required Communications Course++	COMM 2302 – Principles of Journalism
COMM 2315 – News Reporting	Communications Elective+

Associate of Arts Field of Study in Mass Communications – Journalism (60 hours)

You will need to apply for the associate's degree at your community college. Contact your advisor there for more information.

Third Year Courses – University of North Texas at Frisco

Students must fulfill UNT admissions requirements which can be found on the UNT website.

UNT requires MATH 1342. This may be taken at a community college. Please check with your academic advisor.

SPRING SEMESTER	FALL SEMESTER
JOUR 2000 Principles of Advertising and Public Relations (3 CH) <i>(may be fulfilled by DCCCD course)</i>	JOUR 3210 Applied Design for Advertising and Public Relations (3 CH)
MKTG 3650 Foundations of Marketing Practice (3 CH)	JOUR 3321 News Reporting, Writing and Editing (3 CH)
CHMT 3950 Creating Consumer Experiences (3 CH)#	JOUR 3400 Fundamentals of Public Relation Practices (3 CH)
DRTL 3090 Consumer Engagement in Digital Channels (3 CH)#	JOUR 3410 Public Relations for Non-profits (3 CH)
MDSE 2750 Consumers in a Global Market (3 CH)#	Advanced Level Social Science (From ANTH, SOCI, PSYC, HIST, PSCI, ECON, GEOG, SOWK, PHIL)

Fourth Year Courses – University of North Texas at Frisco

SPRING SEMESTER	SUMMER SEMESTER
JOUR 3420 Public Relations Writing (3 CH)	JOUR 4270 Strategic Social Media (3 CH)
JOUR 3200 Mass Communication Research Methods (3 CH)	JOUR 4800 or 4805 or 4815 (1 CH)
JOUR elective (3 CH)	
JOUR elective (3 CH)	
MDSE 3750 Consumer Studies (3 CH)#	

FALL SEMESTER
JOUR 4460 Public Relations Communication (3 CH)
JOUR 4470 Ethics, Law and Diversity in Advertising and Public Relations (3 CH)
JOUR elective (3 CH)
RETL 4330 Consumer Analytics and Data Visualization (3 CH)#
Consumer experience elective (3 CH)#

BA Journalism

This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.

UNT at Frisco course rotation subject to change.

-# You may take a different Interdisciplinary concentration or substitute other courses within this concentration. See you advisor to develop an appropriate plan. **If a minor is chosen outside of Consumer Experience Management OR outside of the Social Sciences – then a student would need 6 more hours of advanced hours of Social Science Courses to meet the Journalism School Requirement of 12 advanced hours of social science coursework.**

Part-time students may also follow this sequence. Developmental coursework may be required.

¹ You may use this pathway if you entered one of the seven colleges on or before this date.

² Students must earn at least 25% of the credit hours (15 hours) required for graduation through instruction by Richland College.

C This course counts for the Core Curriculum at any public college or university in Texas.

* There are several options to fulfill this requirement. See your academic advisor for a specific list.

+ Select ONE of the following: COMM 1336, 1337, 2300, 2303, 2324, 2328, 2329, 2331, 2389

++ Select TWO of the following: COMM 1316, 1317, 1318, 1319, 1335, 2305, 2327, 2330, 2332 or 2339

You must earn a grade of "C" or better in English 1301 and the selected college-level mathematics course and receive a GPA of at least 2.00 on all college-level course work.

(j) Course numbers shown in parentheses are equivalent to these courses at UNT.

Approved: 2019-2020 Guided Pathway

For questions about the University portion of this guided pathway,
Contact the UNT at Frisco Transfer Generalist Academic Advising Office at (972) 668-7100 or UNTFrisco.Advising@unt.edu.