



**AA in Journalism/Communications**  
**Bachelor of Arts in Journalism**  
 with a Public Relations Concentration and  
 a minor in Consumer Experience Management  
**Guided Pathway**  
 Effective for the 2019-2020 Catalog



**First Year – Central Texas College**

FIRST SEMESTER	SECOND SEMESTER
◦ ENGL 1301 Composition I	◦ SPCH 1315, 1318, or 1321
◦ HIST 1301 United States History I	◦ HIST 1302 United States History II
◦ Creative Arts Selection	◦ Component Area Option
◦ GOVT 2306 Texas Government	◦ Life and Physical Science Selection
◦ Language/Philosophy/Culture Studies	◦ Social/Behavioral Science Selection
Total Semester Hours: 15	Total Semester Hours: 17

**Second Year – Central Texas 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
◦ GOVT 2305 Federal Government	COMM 2315 News Reporting
◦ MATH 1332, 1342 or 1314	COMM 2389 Academic Cooperative
◦ Life and Physical Science Selection	COMM 2327 Introduction to Advertising
COMM 1307 Intro. to Mass Comm.	COMM 1335 Survey of Radio/TV
COMM 2311 Media Writing	
Total Semester Hours: 16	Total Semester Hours: 12

**AA: Journalism/Communications**

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

**Third Year – University of North Texas at Frisco**

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

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

FIRST SEMESTER	SECOND SEMESTER
JOUR 2000 Principles of Advertising and Public Relations (3 CH) (Community College course/s may fulfill this requirement)	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)
Total Semester Hours: 15	Total Semester Hours: 15

**Fourth Year – University of North Texas at Frisco**

**SUMMER**

JOUR 4270 Strategic Social Media (3 CH)
JOUR 4800 or 4805 or 4815 (1 CH)

Total Semester Hours: 4

FIRST SEMESTER	SECOND SEMESTER
JOUR 3420 Public Relations Writing (3 CH)	JOUR 4460 Public Relations Communication (3 CH)
JOUR 3200 Mass Communication Research Methods (3 CH)	JOUR 4470 Ethics, Law and Diversity in Advertising and Public Relations (3 CH)
JOUR elective (3 CH)	JOUR elective (3 CH)
JOUR elective (3 CH)	RETL 4330 Consumer Analytics and Data Visualization (3 CH)#
MDSE 3750 Consumer Studies (3 CH)#	Consumer experience elective (3 CH)#
Total Semester Hours: 15	Total Semester Hours: 15

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.

\* You may take a different course to meet this requirement. A specific list is available from your advisor.

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

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

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