



AA/AS General Studies to Bachelor of Arts in Journalism with a Public Relations Concentration and a minor in Consumer Experience Management **Guided Pathway** Effective beginning with the 2019-2020 catalog



First Year - Collin College

(Developmental coursework may be required.)

FIRST SEMESTER	SECOND SEMESTER
ENGL 1301 Composition I	ENGL 1302 Composition II (or ENG 2311)
Mathematics (see list below) – 3 hours	Life/Physical Science (see list below) – 4 hours
Speech (see list below) – 3 hours	Lang, Phil, & Culture (see list below) - 3 hours
History (see list below) – 3 hours	History (see list below) – 3 hours
<required elective> - 3 hours	<required elective> - 3 hours
15 credit hours	16 credit hours

Second Year - Collin College

Apply to University of North Texas a full semester before you plan to transfer, providing a copy of this pathway document is recommended.

FIRST SEMESTER	SECOND SEMESTER
GOVT 2305 Federal Government	GOVT 2306 Texas Government
Life/Physical Science (see list below) – 4 hours	Creative Arts (see list below) – 3 hours
Social/Behavioral Science (see list below) -3 hours	<required elective> - 3 hours
<required elective> - 3 hours	<required elective> - 3 hours
<required elective> - 3 hours	Elective – (see list below) - 1 to 3 hours
16 credit hours	13-15 credit hours

AA in General Studies

Contact your advisor at Collin College for information about applying for your Associates degree.

Third Year - University of North Texas at Frisco

Students must fulfill University of North Texas admissions requirements which can be found on the University of North Texas website.

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

FIRST SEMESTER	SECOND SEMESTER
JOUR 2000 Principles of Advertising and Public Relations (3 CH)	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)
15 credit hours	15 credit hours

Fourth Year – University of North Texas at Frisco

FIRST SEMESTER	SECOND SEMESTER
JOUR 4460 Public Relations Communication (3 CH)	JOUR 3420 Public Relations Writing (3 CH)
JOUR 4470 Ethics, Law and Diversity in Advertising and Public Relations (3 CH)	JOUR 3200 Mass Communication Research Methods (3 CH)
JOUR elective (3 CH)	JOUR elective (3 CH)
RETL 4330 Consumer Analytics and Data Visualization (3 CH)#	JOUR elective (3 CH)
Consumer experience elective (3 CH)#	MDSE 3750 Consumer Studies (3 CH)#
15 credit hours	15 credit hours
SUMMER	
JOUR 4270 Strategic Social Media (3 CH)	
JOUR 4800 or 4805 or 4815 (1 CH)	
4 credit hours	

*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.

Collin College

Mathematics – AS degree MUST choose TWO from: MATH 1314, 1414, 1316, 1342, 2305, 2318, 2320, 2412, 2413, 2414, 2415. AA degree may choose ONE from above or ONE from: MATH 1324, 1325, 1332, 1350, 1351

Speech – choose one from: SPCH 1311, 1315, or 1321

Life & Physical Sciences – choose two from: BIOL 1406, 1407, 1414, 1415, 2401, 2402, 2406, 2416, 2421, CHEM 1411, 1412, 2423, 2425, ENVR 1401, 1402, GEOL 1403, 1404, PHYS 1401, 1402, 2425, 2426. (AA and degree may also choose from: BIOL 1408, 1409, 2404, 2420, CHEM 1405, GEOL 1401, 1402, 1445, 1447, PHYS 1403, 1404, 1405, 1410, 1415, 1417)

History – choose two from: HIST 1301, 1302, 2301

Language, Philosophy, & Culture - choose one from: ENGL 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343, HIST 2311, 2312, 2321, 2322, HUMA 1301, PHIL 1301, 1304, 2303, 2306, 2307, 2321

Creative Arts - choose one from: ARTS 1301, 1303, 1304, 1313, DANC 2303, DRAM 1310, 2361, 2362, 2366, MUSI 1306, 1307, 1310

Social and Behavioral Sciences – choose one from: ANTH 2302, 2346, 2351, ECON 2301, 2302, PSYC 2301, SOCI 1301, 1306

Elective – choose one from: EDUC 1300, KINE 1164, 1304, 1338, OR any core course not used to meet other requirements. (AS degree may use this for the second math course)

Required Electives - choose at least 18 hours from one or multiple areas of choice or a Field of Study. (AS degree may use this for the second math course.)

BA Journalism

Contact the **UNT at Frisco Transfer Generalist Academic Advising Office** at (972) 668-7100 or UNTFrisco.Advising@unt.edu