College of Journalism and Mass Communications

Advertising and Public Relations

2022-2023 | 49 Credit Hours

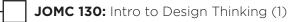
100-Level Required Courses

JOMC 100: The First Year Experience (1)

JOMC 101: Principles of Mass Media (3)

ADPR 151: Intro: Advertising & PR (3)

Communication Design



JOMC 131: Core Modules I (1)

JOMC 132: Core Modules II (1) Prerequisite: JOMC 130, JOMC 131 with a C or higher

JOMC 133: Advanced Modules (1) Prerequisite: JOMC 130, JOMC 131 with a C or higher

JOMC 134: Visual Communication Project (2) Prerequisite: JOMC 130, JOMC 131, JOMC 132 with a C or higher

Experience Lab

JOMC 197: Experience Lab (1)

JOMC 297: Experience Lab (1) Prerequisite: JOMC 197

JOMC 397: Experience Lab (1) Prerequisite: JOMC 297

200-Level Required Courses

JOUR 200A: Reporting & Editing I (3)

JOMC 222: Social Justice, Human Rights & Media (3) ACE 8 or 9

ADPR 221: Strategic Writing (3) ACE 1 Prerequisite: ADPR 151 and JOUR 200A with a C or higher

ADPR 283: Strategy Development (3) Prerequisite: ADPR 151 with a C or higher

300-Level Required Courses

Choose (3) ADPR 300/400 Electives See reverse side for course options

Choose 1 CoJMC Elective

Choose any ADPR, BRDC, JOMC, JOUR or SPMC course

Students may be able to earn credit for Internship under certain circumstances as a CoJMC elective. Please speak with your academic adviser for more details.

400-Level Required Courses



JOMC 487: Media, Ethics and Society (3) ACE 8 Prerequisite: Junior standing

JOMC 98: Senior Assessment (0)

Capstone (Choose 1)



ADPR 439: Competitions (3) ACE 10

ADPR 429: Jacht Ad Lab (3) ACE 10



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Prerequsities for 300 or 400 level ADPR courses: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 OR BRDC 227, BRDC 269, BRDC 260 OR SPMC 150, SPMC 250 OR JOUR 200B with a C or higher; Junior standing.

You are not required to choose a focus, you can pick three (3) courses in any of the five (5) focuses

Public Relations	Creative	Media, Data & Analytics	Brand Management	Global & Multicultural Comm
ADPR 207: Comm to Public Audiences	ADPR 323: Copy & Concept	ADPR 329 : Jacht Ad Lab	ADPR 329: Jacht Ad Lab	JOMC 222: Social Justice ACE 8 or 9
ADPR 329: Jacht Ad Lab	ADPR 329: Jacht Ad Lab	ADPR 339: Student Ad Competitions	ADPR 339: Student Competitions	JOMC 380: Global News/Social Media ACE 9
ADPR 339: Student Ad Competitions	ADPR 333: Design & Layout	ADPR 360: Media Planning & Strategy	ADPR 357: Account Planning	JOMC 422: Race, Gender & Media ACE 8 or 9
ADPR 350: PR Planning & Strategy	ADPR 339: Student Ad Competitions	ADPR 361: Owned, Earned & Paid	ADPR 361: Owned, Earned & Paid	ADPR 437: Int'l/Multicultural PR
ADPR 417: Crisis Communications	ADPR 433: Art Direction	ADPR 362: Digital Content Strategy	ADPR 362: Digital Content Strategy	ADPR 438: Global Advertising ACE 9
ADPR 437: Int'l/Multicultural PR	ADPR 447: Strategic & Creative Conc.	ADPR 434: Digital Insights & Analytics	ADPR 434: Digital Insights & Analytics	ADPR 480: Japanese vs. Cultura ACE 9
ADPR 450: PR Manag. & Case Studies	ADPR 458: Interactive Media Design	ADPR 458: Interactive Media Design	ADPR 437: Int'l/Multicultural PR	Any ADPR, BRDC, JOUR or SPMC study sbroad
ADPR 451: PR Techniques	ADPR 483: Portfolio Development	ADPR 466: Social Media Theory & Practice	ADPR 481: ADPR Research	
ADPR 457: Crisis Manag. in Corp. & Nonprofit	ts	JOUR 407: Data Visualization	ADPR 484: Brands & Branding	
ADPR 466: Social Media Theory & Practice		JOUR 408: News Applications		
JOUR 200B: Editing & Reporting II ACE 1				

Make an appointment with an academic adviser in MyPlan to check your graduation requirements.

Academic Advisers

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