MEDIA AND JOURNALISM MINOR

Students who are not enrolled in UNC Hussman have the chance to pursue a minor in media and journalism. The minor offers concentrations in advertising/public relations and journalism. However, students may need to meet prerequisites for their selected minor courses.

The school has one application timeline for admission in the spring semesters. For further details and resources, please visit the school’s website (http://hussman.unc.edu/ug/minor/).

Requirements

In addition to the program requirements listed below, students must:

- take at least nine hours of their minor “core” requirements at UNC–Chapel Hill
- earn a minimum cumulative GPA of 2.000 in the minor core requirements. Some programs may require higher standards for minor or specific courses.

For more information, please consult the degree requirements section of the catalog (https://catalog.unc.edu/undergraduate/degree-requirements/).

Students must choose one of the following areas of study and complete at least 15 credit hours with C grades or better in MEJO courses taken at UNC–Chapel Hill. Students are required to meet any prerequisite for the course they select.

Minors are not required to pass the school’s usage and grammar exam.

Advertising/Public Relations

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MEJO 137</td>
<td>Principles of Advertising and Public Relations</td>
<td>3</td>
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<tr>
<td>MEJO 153</td>
<td>Writing and Reporting</td>
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<tr>
<td>MEJO 332</td>
<td>Public Relations Writing</td>
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<td>MEJO 333</td>
<td>Video for Marketing and Public Relations</td>
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<td>MEJO 334</td>
<td>Visual Design for Strategic Communication</td>
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<td>MEJO 371</td>
<td>Advertising Creative</td>
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<td>MEJO 372</td>
<td>Advertising Media</td>
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<td>MEJO 373</td>
<td>Account Planning</td>
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<td>MEJO 374</td>
<td>Communications Consulting</td>
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<tr>
<td>MEJO 376</td>
<td>Sports Marketing and Advertising</td>
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<tr>
<td>MEJO 377</td>
<td>Sports Communication</td>
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<tr>
<td>MEJO 379</td>
<td>Advertising and Public Relations Research</td>
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<tr>
<td>MEJO 390</td>
<td>Special Skills in Mass Communication (with associate dean approval)</td>
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<tr>
<td>MEJO 432</td>
<td>Cause Communications</td>
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<tr>
<td>MEJO 433</td>
<td>UX Strategy and Design</td>
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<tr>
<td>MEJO 437</td>
<td>Media in Asia H</td>
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<td>MEJO 438</td>
<td>Advertising in the Age of Alexa</td>
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<tr>
<td>MEJO 439</td>
<td>Producing for Advertising</td>
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<tr>
<td>MEJO 447</td>
<td>Media in the United Kingdom H</td>
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</table>

MEJO 469 | Health Communication and Marketing           |       |
MEJO 475 | Concepts of Marketing                        |       |
MEJO 477 | New Media Technologies: Their Impact on the Future of Advertising, Marketing, and Public Relations |       |
MEJO 479 | Market Intelligence H                        |       |
MEJO 490 | Special Topics in Mass Communication (with associate dean approval) H |       |
MEJO 530 | Green Brand Lab                              |       |
MEJO 531 | Case Studies in Public Relations             |       |
MEJO 532 | International Public Relations               |       |
MEJO 533 | Crisis Communication                         |       |
MEJO 544 | Career Exploration and Preparation           |       |
MEJO 550 | Business and the Media                       |       |
MEJO 553 | Advanced Reporting                           |       |
MEJO 569 | Behavioral Science in Health Communication  |       |
MEJO 572 | Art Direction in Advertising                 |       |
MEJO 577 | The Branding of Me                           |       |
MEJO 591 | Workroom FashionMash Experiential Design     |       |
MEJO 592 | Workroom FashionMash Product Design          |       |
MEJO 644 | Washington Experience H                      |       |

Total Hours 15

H Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

Journalism

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MEJO 153</td>
<td>Writing and Reporting</td>
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<tr>
<td>MEJO 252</td>
<td>Audio Journalism</td>
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<td>MEJO 141</td>
<td>Media Ethics 1</td>
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<tr>
<td>MEJO 144</td>
<td>Introduction to Political Communication</td>
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<tr>
<td>MEJO 153</td>
<td>Writing and Reporting</td>
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<tr>
<td>MEJO 180</td>
<td>Foundations of Photojournalism</td>
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<td>MEJO 182</td>
<td>Foundations of Graphic Design</td>
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<tr>
<td>MEJO 187</td>
<td>Foundations of Interactive Media</td>
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<td>MEJO 252</td>
<td>Audio Journalism 1</td>
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<td>MEJO 253</td>
<td>Introduction to Public Affairs Reporting</td>
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<tr>
<td>MEJO 340</td>
<td>Introduction to Media Law. Journalism Focus 1</td>
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<td>MEJO 352</td>
<td>Sports Production and Broadcasting</td>
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<td>MEJO 353</td>
<td>Sports Production and Broadcasting Practicum</td>
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<tr>
<td>MEJO 356</td>
<td>Feature Writing</td>
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<td>MEJO 358</td>
<td>Opinion Writing</td>
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<td>MEJO 390</td>
<td>Special Skills in Mass Communication (with associate dean approval)</td>
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<td>MEJO 421</td>
<td>Television News Reporting and Producing</td>
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<td>MEJO 426</td>
<td>Audio Journalism for Radio and Podcasts</td>
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<td>MEJO 455</td>
<td>Creative Sportswriting</td>
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<td>MEJO 459</td>
<td>Community Journalism</td>
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<td>MEJO 463</td>
<td>News Lab: Creating Tomorrow’s News Products</td>
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<td>MEJO 467</td>
<td>Business Concepts for Communications</td>
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<td>MEJO 482</td>
<td>Media Design</td>
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<td>MEJO 484</td>
<td>Information Graphics</td>
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<td>MEJO 487</td>
<td>Intermediate Interactive Media</td>
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<td>MEJO 488</td>
<td>Multimedia Storytelling: Carolina Photojournalism Workshop</td>
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<td>MEJO 489</td>
<td>Photojournalism, Lighting, and Business Techniques</td>
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<td>MEJO 490</td>
<td>Special Topics in Mass Communication (with associate dean approval)^H</td>
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<td>MEJO 522</td>
<td>Producing Television News</td>
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<td>MEJO 523</td>
<td>Broadcast News and Production Management^H</td>
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<td>MEJO 541</td>
<td>Reporting &amp; Writing About the Economy</td>
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<tr>
<td>MEJO 542</td>
<td>Reporting &amp; Writing About Business</td>
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<td>Business and the Media</td>
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<td>MEJO 553</td>
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<td>MEJO 557</td>
<td>News Editing</td>
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<td>MEJO 560</td>
<td>Environmental and Science Journalism^H</td>
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<td>MEJO 562</td>
<td>Environmental and Science Documentary Television</td>
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<td>MEJO 570</td>
<td>Data Driven Journalism</td>
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<td>MEJO 580</td>
<td>Photo Stories</td>
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<td>MEJO 581</td>
<td>User Experience Design and Usability</td>
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<td>MEJO 582</td>
<td>Advanced Documentary Video Storytelling</td>
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<td>MEJO 583</td>
<td>Advanced Interactive Media</td>
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<td>MEJO 584</td>
<td>International Projects^H</td>
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<td>MEJO 585</td>
<td>3D Design Studio</td>
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<td>MEJO 588</td>
<td>Emerging Technologies</td>
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<tr>
<td>MEJO 589</td>
<td>Motion Graphics</td>
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<tr>
<td>MEJO 593</td>
<td>Washington D.C. In-Residence Semester</td>
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<tr>
<td>MEJO 644</td>
<td>Washington Experience^H</td>
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</tbody>
</table>

**Total Hours**: 15

^H Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

^1 Courses listed in multiple areas can only fulfill one requirement.

See the program page here (https://catalog.unc.edu/undergraduate/programs-study/media-journalism-major-ba/) for special opportunities.

**Department Programs**

**Majors**

- Media and Journalism Major, B.A (https://catalog.unc.edu/undergraduate/programs-study/media-journalism-major-ba/).

**Minor**

- Media and Journalism Minor (p. 1)

**Certificate Programs**

- Certificate Programs in Media and Journalism (https://catalog.unc.edu/undergraduate/programs-study/certificate-programs-media-journalism/)

**Graduate Programs**

- M.A. in Digital Communication (https://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext/) (Online)
- M.A. in Media and Communication (https://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext/)
- Ph.D. in Media and Communication (https://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext/)

**Contact Information**

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