

OLD ADVERTISING -- CAN NO LONGER BE DECLARED

JOURNALISM MAJOR (BA or BS) — ADVERTISING EMPHASIS (36 CREDITS) / 2.50 GPA to declare

REQUIRED ADVERTISING CORE. 21 CREDITS

Course No.	Course Name	Prerequisites
_____ JOURNLSM 220	Foundations of Advertising	None
_____ JOURNLSM 243	Mass Media Writing	No longer offered. Take Journlsm 241 Electronic Media Copywriting)
_____ JOURNLSM 320	Advertising Copywriting and Layout	JOURNLSM 220 and 241
_____ JOURNLSM 322	Advertising Media Planning & Buying	JOURNLSM 220
_____ JOURNLSM 423	Advertising Campaigns*	JOURNLSM 275, 320, 322; coreq JOURNLSM 364 and JOURNLSM 309
_____ JOURNLSM 430	Communication & Public Opinion	JOURNLSM 212 <u>or</u> 220 <u>or</u> COMM 232 <u>or</u> any course in Poli Sci <u>or</u> Sociology and junior standing
_____ JOURNLSM 431	OR Mass Communication in Society*	COMM 131 <u>or</u> 202 <u>or</u> 232 <u>or</u> JOURNLSM 212 <u>or</u> JOURNLSM 220
_____ MARKETNG 311	Principles of Marketing	Junior standing

ELECTIVES. 15 CREDITS. Select 15 units from the following groups. At least 6 units must be selected from Group 1. At least 3 units must be selected from Group 2.

GROUP I:

_____ ARTSTDIO 180	Introduction to Advertising Design	None
_____ JOURNLSM 241	Electronic Media Copywriting	None
_____ JOURNLSM 420	Law of Mass Communication*	JOURNLSM 212 <u>or</u> 220 <u>or</u> COMM 131 <u>or</u> JOURNLSM 220, 320 <u>or</u> 322, 3.0 GPA in the prereq course or consent of instructor
_____ JOURNLSM 493A	Internship in Advertising	Junior standing

GROUP II:

_____ JOURNLSM 305	History of Mass Communication	Junior standing
_____ JOURNLSM 485	Communication Research Methods	Junior standing
_____ COMM 345	Persuasion	COMM 110
_____ COMM 422	Communication Theories	Junior standing
_____ COMM 424	Cross Cultural Communication (GS/DV)	COMM 110

GROUP III:

_____ ARTSTDIO 287	Computer Graphics for the Artist	ARTSTDIO 102
_____ ARTSTDIO 381	Graphics design 1	ARTSTDIO 120 and 201
_____ COMM 202	Principles of Public Relations	None
_____ COMM 330	Corp & Industrial Video Prod (seldom offered)	COMM 238
_____ COMM 335	Advertising Video Production (seldom offered)	COMM 238
_____ COMM 440	New Communication Technologies	MAGD 150 <u>or</u> JOURNLSM 212 <u>or</u> 220 <u>or</u> COMM 131 <u>or</u> 232 <u>or</u> junior standing
_____ ENGLISH 274	Creative Writing (GH)	None
_____ JOURNLSM 310	Publication Photography	None
_____ JOURNLSM 350	Writing for Multimedia (seldom offered)	Coreq: MAGD 150
_____ JOURNLSM 275	Advertising & PR Research Literacy	JOURNLSM 220 <u>or</u> COMM 202
_____ JOURNLSM 364	Advertising & PR Operations & Management*	COMM 302 <u>or</u> JOURNLSM 322
_____ JOURNLSM 491	Travel Study	COMM 424 <u>or</u> consent of instructor
_____ JOURNLSM 496	Special Studies	Approval of advisor
_____ MAGD 150	Introduction to Multimedia	
_____ MAGD 210	Visual Imaging for Digital Design	
_____ MARKETNG 350	Promotional Policies	MARKETNG 311
_____ MARKETNG 351	Internet Marketing	MARKETNG 311
_____ MARKETNG 420	Consumer Behavior	MARKETNG 311
_____ MARKETNG 429	Principles of Selling	MARKETNG 311
_____ MARKETNG 432	Marketing in Service Organizations	MARKETNG 311
_____ MARKETNG 444	Direct and Multichannel Marketing	MARKETNG 311

WRITING REQUIREMENT

*Course satisfies writing requirement for advertising majors.

WRITING REQUIREMENT: _____ (Title of course for writing requirement)