

JOURNALISM MAJOR (BA or BS) — ADVERTISING EMPHASIS (39 CREDITS)
 (Students must have a 2.50 GPA to declare this major)

FOR COURSES IN BOLD, CONTACT THE DEPARTMENT OFFICE FOR ASSISTANCE IN REGISTERING AND PERSONALIZATIONS OF YOUR AR.

REQUIRED ADVERTISING CORE. 24 CREDITS

Course No.	Course Name	Prerequisites
_____ JOURNLSM 220	Foundations of Advertising	None
_____ JOURNLSM 241	Electronic Media Copywriting	None
_____ JOURNLSM 275	Advertising and PR Research Literacy	JOURNLSM 220 <u>or</u> COMM 202
_____ JOURNLSM 309	Media Ethics*	JOURNLSM 220 <u>or</u> JOURNLSM 212
_____ JOURNLSM 320	Advertising Copywriting and Layout	JOURNLSM 220 <u>and</u> JOURNLSM 241
_____ JOURNLSM 322	Advertising Media Planning and Buying	JOURNLSM 220
_____ JOURNLSM 364	Advertising & PR Account Management*	JOURNLSM 322 <u>or</u> COMM 302
_____ JOURNLSM 423	Advertising Campaigns	JOURNLSM 275, 320, 322; coreq JOURNLSM 364 <u>and</u> JOURNLSM 309

THEORY ELECTIVES. 3 CREDITS. CHOOSE 1 COURSE FROM THE FOLLOWING LIST:

_____ JOURNLSM 420	Law of Mass Communication*	JOURNLSM 212 <u>or</u> 220 <u>or</u> COMM 131 <u>or</u> COMM 232
_____ JOURNLSM 430	Communication and Public Opinion	JOURNLSM 212 <u>or</u> JOURNLSM 220 <u>or</u> COMM 232 <u>or</u> any course in Political Science or Sociology and junior standing or consent of instructor
_____ COMM 345	Persuasion	COMM 110
_____ COMM 422	Communication Theories	Junior standing

COMMUNICATION & DIVERSITY ELECTIVES. 6 CREDITS. CHOOSE 2 COURSES FROM THE FOLLOWING LIST:

_____ JOURNLSM 431	Mass Communication in Society*	COMM 131 <u>or</u> 202 <u>or</u> 232 <u>or</u> JOURNLSM 212 <u>or</u> JOURNLSM 220
_____ JOURNLSM 491	Travel Study	COMM 424 <u>or</u> consent of department
_____ COMM 326	Communication and Gender	COMM 110
_____ COMM 327	Introduction to Organizational Communication	COMM 110
_____ COMM 328	Communication Conflict Resolution	COMM 110
_____ COMM 363	Health Communication and Social Support	COMM 110
_____ COMM 322	Listening Behavior (GS)	COMM 110
_____ COMM 424	Cross Cultural Communication (GS/DV)	COMM 110
_____ COMM 440	New Communication Technologies	MAGD 150 <u>or</u> JOURNLSM 212 <u>or</u> JOURNLSM 220 <u>or</u> COMM 131 <u>or</u> COMM 232 <u>or</u> junior standing

APPLIED ELECTIVES. 6 CREDITS. CHOOSE 2 COURSES FROM THE FOLLOWING LIST:

_____ JOURNLSM 248	Publication Layout	JOURNLSM 227 <u>or</u> JOURNLSM 220 <u>or</u> COMM 203
_____ JOURNLSM 303	Feature Writing	JOURNLSM 227 <u>or</u> JOURNLSM 241 <u>or</u> COMM 203
_____ JOURNLSM 310	Publication Photography	None
_____ JOURNLSM 425	Advanced Advertising Creative	JOURNLSM 320
_____ JOURNLSM 485	Communication Research Methods	Junior/senior standing
_____ JOURNLSM 493A	Internship in Advertising	JOURNLSM 220, JOURNLSM 320 <u>or</u> JOURNLSM 322, 3.0 GPA in the prerequisite courses <u>and/or</u> const. of instr. Consent of instructor
_____ JOURNLSM 496	Special Studies	Junior standing and consent of department
_____ JOURNLSM 498	Independent Study	None; Maximum 18 students per semester
_____ ARTSTDIO 180	Introduction to Advertising Design	None
_____ COMM 202	Principles of Public Relations	None
_____ COMM 238	Fundamentals of Video Production	None
_____ COMM 240	Public Speaking	COMM 110; Counts as GH requirement

WRITING REQUIREMENT

**Course satisfies writing requirement for advertising majors.*

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

******* APPLIED ELECTIVE SUGGESTIONS *******

Electives Strongly Suggested For:

Course Number and Name	Account	Media	Creative
JOURNLSM 248 Publication Layout			X
JOURNLSM 303 Feature Writing			X
JOURNLSM 310 Publication Photography			X
JOURNLSM 425 Advanced Advertising Creative			X
JOURNLSM 485 Communication Research Methods	X	X	
JOURNLSM 493A Internship in Advertising	X	X	X
ARTSTDIO 180 Introduction to Advertising Design			X
COMM 238 Fundamentals of Video Production			X
COMM 240 Public Speaking	X	X	X
COMM 285 Social Media Optimization	X	X	X
MAGD 150 Intro to Media Arts and Game Development	X	X	X

SUGGESTED MINORS

The following minors are highly recommended to advertising majors. They complement the ad major well and help prepare students for different jobs in the industry.

- Art, College of Arts and Communication
- Marketing, College of Business & Economics
- Media Arts and Game Development, College of Arts and Communication
- Public Relations, College of Arts and Communication