

**JOURNALISM MAJOR (BA or BS) — ADVERTISING EMPHASIS (36 CREDITS)**

(A 2.25 in your major courses is required to qualify for graduation in all Communication department majors)

**REQUIRED ADVERTISING CORE. 24 CREDITS**

Course No.	Course Name	Prerequisites
_____ JOURNLSM 220	Foundations of Advertising	None
_____ JOURNLSM 241	Electronic Media Copywriting	None
_____ COMM 275	Advertising and PR Research Literacy	JOURNLSM 220 <u>or</u> COMM 202
_____ JOURNLSM 309	Media Ethics*	(a) COMM 238 and COMM 239 or (b) JOURNLSM 227 or (c) JOURNLSM 220 or (d) COMM 131 <u>and</u> successful completion of Major Pre-Block #
_____ 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 or COMM 302
_____ JOURNLSM 423	Advertising Campaigns	COMM 275, JOURNLSM 320, 322; coreq JOURNLSM 364 <u>and</u> JOURNLSM 309

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

_____ COMM 345	Persuasion	COMM 110
_____ COMM 422	Communication Theories*	Junior standing
_____ JOURNLSM 420	Law of Mass Communication*	JOURNLSM 227 <u>or</u> 220 <u>or</u> COMM 131
_____ JOURNLSM 430	Communication and Public Opinion	JOURNLSM 227 <u>or</u> JOURNLSM 220 <u>or</u> any course in Political Science or Sociology and Junior standing or consent of instructor

**COMMUNICATION & DIVERSITY ELECTIVES. 3 CREDITS. CHOOSE 1 COURSES FROM THE FOLLOWING LIST:**

_____ COMM 326	Communication and Gender	Sophomore standing
_____ COMM 327	Introduction to Corporate Communication	Sophomore standing
_____ COMM 328	Communication Conflict Resolution	Sophomore standing
_____ COMM 363	Introduction to Health Communication	Sophomore standing
_____ COMM 322	Listening Behavior (GS)	Sophomore standing
_____ COMM 424	Cross Cultural Communication (GS/DV)*	COMM 110
_____ COMM 440	New Communication Technologies*	MAGD 150 <u>or</u> JOURNLSM 227 <u>or</u> JOURNLSM 220 <u>or</u> COMM 131 <u>or</u> Junior standing
_____ JOURNLSM 431	Mass Communication in Society*	COMM 131 <u>or</u> 202 <u>or</u> JOURNLSM 227 <u>or</u> JOURNLSM 220
_____ JOURNLSM 491	Travel Study	Consent of department

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

_____ COMM 202	Principles of Public Relations	None
_____ COMM 238	Video Production I: Fundamentals of Video	None
_____ COMM 240	Advanced Public Speaking (GH)	COMM 110
_____ COMM 285	Social Media Optimization & the New Web	Soph standing <u>or</u> consent of instructor
_____ COMM 485	Communication Research Methods*	Junior standing
_____ 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 493A	Internship in Advertising	Department consent
_____ MAGD 150	Introduction to Media Arts and Game Development	None

**MILESTONES**

\* Course satisfies Writing Requirement for all Communication &amp; Journalism majors.

# For students who initially declared in Summer 2018 and beyond, students must achieve at least a 2.5 GPA within major pre-block courses (COMM 110 or 131, JOURNLSM 220 and 241) to enroll in this course. Students declaring before Summer 2018 can disregard this requirement.

**\*\*\*\*\* APPLIED ELECTIVE SUGGESTIONS \*\*\*\*\*****Electives Strongly Suggested For:**

<b>Course Number and Name</b>	<b>Account</b>	<b>Media</b>	<b>Creative</b>
JOURNLSM 248 Publication Layout			X
JOURNLSM 303 Feature Writing			X
JOURNLSM 310 Publication Photography			X
JOURNLSM 425 Advanced Advertising Creative			X
COMM 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