



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
_____ JOURNLISM 220	Foundations of Advertising	None
_____ JOURNLISM 241	Electronic Media Copywriting	None
_____ COMM 275	Advertising and PR Research Literacy	JOURNLISM 220 <u>or</u> COMM 202
_____ JOURNLISM 309	Media Ethics*	(a) COMM 238 and COMM 239 or (b) JOURNLISM 227 or (c) JOURNLISM 220 or (d) COMM 131 <u>and</u> successful completion of Major Pre-Block #
_____ JOURNLISM 320	Advertising Copywriting and Layout	JOURNLISM 220 <u>and</u> JOURNLISM 241
_____ JOURNLISM 322	Advertising Media Planning and Buying	JOURNLISM 220
_____ JOURNLISM 364	Advertising & PR Account Management*	JOURNLISM 322 or COMM 302
_____ JOURNLISM 423	Advertising Campaigns	COMM 275, JOURNLISM 320, 322; coreq JOURNLISM 364 <u>and</u> JOURNLISM 309

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

_____ COMM 345	Persuasion	COMM 110
_____ COMM 422	Communication Theories*	Junior standing
_____ JOURNLISM 420	Law of Mass Communication*	JOURNLISM 227 <u>or</u> 220 <u>or</u> COMM 131
_____ JOURNLISM 430	Communication and Public Opinion	JOURNLISM 227 <u>or</u> JOURNLISM 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> JOURNLISM 227 <u>or</u> JOURNLISM 220 <u>or</u> COMM 131 <u>or</u> Junior standing
_____ JOURNLISM 431	Mass Communication in Society*	COMM 131 <u>or</u> 202 <u>or</u> JOURNLISM 227 <u>or</u> JOURNLISM 220
_____ JOURNLISM 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
_____ JOURNLISM 248	Publication Layout	JOURNLISM 227 <u>or</u> JOURNLISM 220 <u>or</u> COMM 203
_____ JOURNLISM 303	Feature Writing	JOURNLISM 227 <u>or</u> JOURNLISM 241 <u>or</u> COMM 203
_____ JOURNLISM 310	Publication Photography	None
_____ JOURNLISM 425	Advanced Advertising Creative	JOURNLISM 320
_____ JOURNLISM 493A	Internship in Advertising	Department consent
_____ MAGD 150	Introduction to Media Arts and Game Development	None



MILESTONES

* Course satisfies Writing Requirement for all Communication & 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:

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
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