

Sample Four-Year Plan
JOURNALISM MAJOR, ADVERTISING EMPHASIS

This four-year plan illustrates the type of curriculum a new freshman would take to complete a degree in four years; it is not an official document. Refer to the Academic Advising Report and department website for detailed requirements.

Transfer students may have different general education requirements than those listed. Refer to your Advising Report for requirements specific to you.

<i>1st Semester</i>	<i>Credits</i>	<i>2nd Semester</i>	<i>Credits</i>
ENGLISH 101, Freshman English	3	ENGLISH 102, Freshman English	3
MATH 139 or 140 or 141	3-4	GL LAB SCIENCE	4-5
GEN ED CORE (GenEd 110, 130, or 120/140)	3	GEN ED CORE (GenEd 110, 130, or 120/140)	3
GENED Elective (Comm 131, GS, is suggested)	3	GEN ED CORE (GenEd 110, 130, or 120/140)	3
INTRAUNV 104, New Student Seminar	1	GENED Elective	3
PEGENRL 192, Personal Health & Fitness	1		
Average Semester Total	15	Average Semester Total	15
<i>3rd Semester</i>	<i>Credits</i>	<i>4th Semester</i>	<i>Credits</i>
Journalism 220, Foundations of Advertising	3	Journalism 241, Elec Media Copywriting	3
Comm 110, Intro to Human Communication	3	Comm Applied Elective	3
GM or GL, Quantitative or Technical Reasoning	3-5	College Requirement for BA or BS	2-3
GENED Elective	3	College Requirement for BA or BS	2-3
GENED Elective	3	Class for Minor	3
Average Semester Total	15	Average Semester Total	15
<i>5th Semester</i>	<i>Credits</i>	<i>6th Semester</i>	<i>Credits</i>
Journalism 309, Media Ethics	3	Journalism 322, Media Planning & Buying	3
Communication & Diversity Elective	3	Journalism 320, Copywriting & Layout	3
Comm 275, Adv & PR Research Literacy	3	Major Theory Elective	3
GEN ED 390, World of Ideas	3	College Requirement for BA or BS	2-3
Class for Minor	3	Class for Minor	3
Average Semester Total	15	Average Semester Total	15
<i>7th Semester</i>	<i>Credits</i>	<i>8th Semester</i>	<i>Credits</i>
Journalism 364, Adv & PR Account Mgmt.	3	Journalism 423, Advertising Campaigns	3
Comm Applied Elective	3	Class for Minor	3
Class for Minor	3	Class for Minor	3
Class for Minor	3	Elective to reach 120 credits, as needed	3
Class for Minor	3	Elective to reach 120 credits, as needed	3
Average Semester Total	15	Average Semester Total	15

Department Website: <http://www.uww.edu/cac/communication>