

# ADVERTISING MAJOR



Keep this curriculum sheet during your stay in the W. Page Pitt School of Journalism and Mass Communications. It augments your 2007-2008 Undergraduate Catalog, and it:

- offers a semester-by-semester plan for your program,
- outlines your general education and your major requirements,
- includes reminders about minors and graduation checks, and
- summarizes your graduation requirements.

## A suggested semester-by-semester plan

The following plan is a suggested model for progress through the advertising program. It may be beneficial to take courses in different time frames, but watch particularly the sequence of JMC requirements. Plan course selections so that multicultural, international and writing intensive requirements of the Marshall Plan are folded into other classes.

### FALL

#### Semester 1 (16 hours)

UNI 101—Freshman Seminar (1 hour)  
 JMC 101—Media Literacy  
 ENG 101—English Composition I  
 CMM 103—Fundamentals of Speech  
 CL/PHL/RST—Select one  
 ECN 200—Survey of Economics

#### Semester 3 (16 hours)

JMC 241—Graphics of Communication  
 MKT 340—Principles of Marketing  
 HST 231—American History since 1877  
 Global Component 1  
 Natural Science (4 hours)

#### Semester 5 (15 hours)

JMC 383—Ad Layout and Design\*  
 JMC 408—Advertising Research\*  
 Literature (300-400 level English or options)  
 Global Component 3  
 Minor \_\_\_\_\_

**Complete a graduation check**

#### Semester 7 (16 hours)

JMC 415—Ad Strategy\*  
 JMC 440—Mass Communications Ethics (Capstone)  
 Integrated Science (4 hours)  
 Minor/Global Component 5 option 3 \_\_\_\_\_  
 Minor \_\_\_\_\_

### SPRING

#### Semester 2 (15 hours)

JMC 102—Information Gathering  
 JMC 245—Fundamentals of Advertising\*\*  
 MTH 121—Concepts and Application of Mathematics  
 ENG 102—English Composition II  
 ART 112/MUS 142/THE 112—Select one

#### Semester 4 (16 hours)

JMC 221—Advertising and Continuity Writing  
 PSY 201—General Psychology  
 HST—U.S. History elective  
 Global Component 2  
 Natural Science (4 hours)

**Declare a minor**

#### Semester 6 (18 hours)

JMC 385—Advertising Media Planning\*\*  
 PSC 307—Public Opinion and Propaganda\*\*  
 Literature (300-400 level English or options)  
 Global Component 4  
 Minor \_\_\_\_\_

JMC 490/470—Internship/practicum  
*(Recommended summer before senior year)*

#### Semester 8 (16 hours)

JMC 425—Advertising Campaigns (Capstone)\*\*  
 JMC 402—Law of Mass Communications  
 JMC Elective (300/400 level)  
 Minor/General elective \_\_\_\_\_  
 General electives (4 hours) \_\_\_\_\_

\* Offered fall terms only

\*\* Offered spring terms only

## General Education Requirement Checklist—minimum 128 hours required

(All courses in the checklist are included in the semester-by-semester plan.)

### Freshman Seminar (1 hour)

UNI 101 or HON 101

### English (6 hours)

English 101 and 102 **OR** English 201H (honors)

ACT scores of 0-13 must first take ENL 094

ACT scores of 14-17 must first take ENL 095

ACT scores of 18-27 take ENG 101 and 102

ACT scores of 28-33 take ENG 201H

ACT scores of 34-36 receive automatic English credit

Juniors or seniors who haven't completed the English requirement must take English 302

### Global Component (3-15 hours)

*Option 1*- Successful completion of a sequence of modern language ending with 204: Arabic, French, German, Greek, Japanese, Latin, Spanish (or Greek 302). Up to 3 semesters of the language requirement may be waived for language taken in high school.

*Option 2*- Successful completion of a sequence of 6 hours of one modern language AND 6 hours of approved study abroad.

*Option 3*- Successful completion of a sequence of 6 hours of one modern language AND 9 hours of approved international courses.

### Communication Studies (3 hours)

Communications Studies 103

The requirement may be waived by the Communication Studies Department if high school speech was taken and if the student passes the appropriate exam.

### Classics, Philosophy or Religious Studies (3 hours)

Any Classics course **EXCEPT** 230, 231, 232, 233 or 234

Any Philosophy course

Any Religious Studies **EXCEPT** 304, 310, 320, 325 or 351

### Literature (6 hours)

Any 300/400 level English literature (not writing)

Classics 230, 231, 232, 233 or 234

Religious Studies 304, 310, 320, 325, or 351

Any 300/400 level literature course in French, German, Latin, or Spanish

### Social Sciences (15 hours)

Advertising majors must take:

Economics 200

Political Science 307

History 231

Psychology 201

History (any other U.S. history)

### Mathematics (3 hours)

Math 121 or above

ACT math scores of less than 19 require specific preparatory courses before enrolling in math 121.

Math ACT scores of up to 11 must take ASC 096

Math ACT scores of 12-15 must first take MAT 096

Math ACT scores of 16-18 must first take MAT 097

### Fine Arts (3 hours)

Art 112, Theater 112 or Music 142

### Natural Science (12 hours)

4 hours of Integrated Science

8 hours from any of the following sciences:

Biology

Chemistry

Geography 101

Geology

Physical Science

Physics

### Minor (12-18 hours)

See catalog for departmental specifications.

### Required Journalism and Mass Communications (42 hours)

JMC 101—Media Literacy

JMC 102—Information Gathering and Research

JMC 221—Advertising and Continuity Writing

JMC 241—Graphics of Communication

JMC 245—Fundamentals of Advertising

JMC 383—Advertising Layout and Design

JMC 385—Advertising Media Planning

JMC 402—Law of Mass Communications

JMC 408—Advertising Research

JMC 415—Advertising Strategy and Execution

JMC 425—Advertising Campaigns

JMC 440—Mass Communications Ethics

JMC 470 or 490—Professional Practicum or Internship

JMC Elective—any additional 300 or 400 level JMC course

### Required Non-JMC Courses (3 hours)

Marketing 340

### REMINDERS

- Declare a minor before completion of your 58<sup>th</sup> credit hour
- Request a graduation check upon completion of your 80<sup>th</sup> credit hour
- The Marshall Plan—3 hours of writing intensive courses, 3 hours of multicultural courses, 6 hours of international courses and 4 hours of integrated science—should be folded into other course requirements

### GRADUATION REQUIREMENTS

- 128 credit hours
- 80 credit hours of non-journalism courses—65 of the 80 hours must be in liberal arts and sciences
- 48 hours of the 128 must be in 300/400 level courses
- earn a "C" or better in English 102 and in all required journalism and mass communications courses
- earn an overall gpa of 2.25 or better and a JMC gpa of 2.25 or better
- complete a minor
- complete the JMC writing requirement
- apply for graduation
- submit a graduation portfolio