

ADVERTISING MAJOR

Keep this curriculum guide during your stay in the W. Page Pitt School of Journalism and Mass Communications. It augments your 2010-2011 Undergraduate Catalog, and it:

- offers a semester-by-semester plan for your program,
- outlines your general education, your school 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 critical thinking, multicultural, international and writing intensive requirements are included.

FALL

Semester 1 (15 hours)

FYS—Freshman Seminar **OR** MTH 121 (CT)
 JMC 101—Media Literacy
 CMM 103—Fundamentals of Speech
 ENG 101—English Composition I
 ART 112/MUS 142/THE 112—Select one

Semester 3 (16 hours)

JMC 221—Advertising and Continuity Writing
 HST—Any U.S. History
 Core II Humanities—Literature
 Global Component (Modern Language 101)
 Physical/Natural Science (4 hours)

Semester 5 (15 hours)

JMC 383—Ad Layout and Design*
 JMC 408—Advertising Research*
 MKT 340—Principles of Marketing
 Global Component (Modern Language 203 or International)
 Minor _____

Complete a graduation check

Semester 7 (15-16 hours)

JMC 415—Ad Strategy*
 JMC 440—Mass Communications Ethics (Capstone)
 CMM 308—Persuasive Communication
 Minor 300/400 level _____
 Minor _____

* Offered fall terms only

SPRING

Semester 2 (15 hours)

FYS—Freshman Seminar **OR** MTH 121 (CT)
 JMC 102—Information Gathering
 JMC 241—Graphics of Communication
 ENG 102—English Composition II
 CT designated ANT or SOC

Semester 4 (15-16 hours)

JMC 245—Fundamentals of Advertising**
 Any Core II ANT, HST, PSY or SOC
 Any ANT, HST, PSY or SOC 300/400 level
 Global Component (Modern Language 102)
 Physical/Natural Science or Meteorology (3-4 hours)

Declare a minor

Semester 6 (18 hours)

JMC 385—Advertising Media Planning**
 Any ANT, HST, PSY or SOC 300/400 level
 Literature
 Global Component (Modern Language 204 or International)
 Minor _____

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

Semester 8 (12-13 hours)

JMC 402—Law of Mass Communication
 JMC 425—Advertising Campaigns (Capstone)**
 JMC Elective 300/400 level
 Minor or non JMC elective _____
 Non JMC elective (0-1 hours) _____

** Offered spring terms only

REMINDERS

- Declare a minor before completion of your 58th credit hour
- Request a graduation check at your 80th credit hour

GRADUATION REQUIREMENTS

- 122 credit hours
- 80 credit hours of non-journalism courses—65 of the 80 hours must be in liberal arts and sciences
- 42 hours of the 122 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 and a JMC gpa of 2.25 or better
- 6 hours of writing intensive
- 3 hours of multicultural or international
- complete a minor
- complete the JMC writing requirement
- submit a graduation portfolio

Requirements Checklist—minimum 122 hours required

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

General Education Requirements

CORE I — 9 hours

First Year Seminar (3 hours)

100/200 level CT (6 hours)

Select two critical thinking courses from ANT 201, GEO 100*, MTH 121, or SOC 200*

CORE II—25 hours (100- and 200 levels)

Select courses to ensure 6 hours of writing intensive credits and 3 hours of multicultural or international credits.

Composition (6 hours)

English 101 and 102 **OR** English 201H (honors)
ACT scores of less than 16 (SAT 400) must first take ENG 101C, then ENG 101B, then ENG 102
ACT scores of 16-17 (SAT 410-440) must take ENG 101B
ACT scores of 18-27 take ENG 101
ACT scores of 28-33 take ENG 201H
ACT scores of 34-36 receive automatic English credit

Communication Studies 103 (3 hours)

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

Mathematics 121 or above (3 hours)

Math ACT of 12-16 (SAT 250-390) first take MTH 098
Math ACT of 17-18 (SAT 400-450) first take MTH 099

Physical or Natural Science (4 hours)

Select one course from:
Biology 104, 105, 120, 121, 228, 250
Chemistry 211 & 217, 212 & 250
Geology 110 & 210L, 150 & 150L, 200 & 210 L
Integrated Science 200, 201, 202, 205, 208, 209
Physics 101 & 101L, 201 & 202, 203 & 204, 211 & 202 or 212, 213 & 204 or 114
Physical Science 109 & 109L, 101 & 110L

Social Sciences (3 hours)

Select one course from ANT 201, CMM 213, 255, CJ 200, 211, 221, 231, 241 GEO 100*, 203, 206, HST 101, 102, 103, 125, 200, 205, 206, 208, 219, 220, 221, 223, 230, 231, 250, 260, 265, PSC 104, 105, 220, 207, 209, 211, 233, PSY 201, 223, SOC 200*

Humanities (3 hours)

Select one course from CMM 205, 239, 240, ENG 202, 203, 206, 209, 210, 211, 212, 213, 215, 220, 225, 231, 235, 240, 241, 242, FRN 240, GER, 240, JPN 240, PHL 200, 201, 250, RST 205, 206, 250, SPN 240

(Note: Appropriate Social Sciences and Humanities completed in CORE I and II can be applied toward the Journalism and Mass Communications requirements.)

Fine Arts (3 hours)

Art 112 or Theater 112 or Music 142

*(*meets Core I CT and Core II requirements)*

Journalism and Mass Communications Requirements

Literature (6 hours)

Any English literature (not writing)
Religious Studies 304, 310, 320, 325, or 351
Any 300/400 level literature course in French, German, Latin, or Spanish

(Core II literature can be applied to the SOJMC requirement.)

Global Component (3-12 hours)

Option 1- Successful completion of a sequence of modern language ending with 204: Arabic, French, German, Japanese, Latin, or 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 6 hours of approved international courses in addition to the core requirements. International courses JMC 436 and SFT 235 may not be used to satisfy global component requirements.

Physical/Natural Science or Meteorology (3-4 hours)

Any additional physical or natural science or Geography 101 or 230 or 350

Minor (12-18 hours)

See catalog for departmental specifications.

Journalism and Mass Communications (18 hrs.)

JMC 101—Media Literacy
JMC 102—Information Gathering and Research
JMC 402—Law of Mass Communications
JMC 440—Mass Communications Ethics
JMC 470 or 490—Professional Practicum or Internship
JMC Elective—any additional 300 or 400 level JMC course

Advertising Major (24 JMC hours)

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 408—Advertising Research
JMC 415—Advertising Strategy and Execution
JMC 425—Advertising Campaigns

Social Sciences/Humanities (15 hours)

Advertising majors must complete any U.S. history course and 12 additional hours from any combination of Anthropology, History, Psychology or Sociology.

Required Non-JMC Courses (6 hours)

Marketing 340 Communication Studies 308

