

JMC Advertising Catalog 2014-2015

Name _____ ID number 901- _____

Address _____ City _____ State _____ Zip _____ Phone _____

Email _____ Phone _____ SAT _____ ACT _____

University Core Curriculum Requirements

CORE I	Course	Hours	Grade
FYS 100 – First Year Seminar (Transfer students with 26 or more credit hours are exempt from FYS100)	FYS 100	3	
100- or 200- level Critical Thinking (CT) Courses (MTH 121)		3	
100- or 200- level Critical Thinking (CT) Courses		3	
CORE I Total		9	
Core II (100- or 200- Level)	Course	Hours	Grade
COMPOSITION (6 hours) – ENG 101 (must earn a grade of “C” or better)		3	
ENG 102, 201 or ENG 201H (must earn a grade of “C” or better)		3	
COMMUNICATION – CMM 103 or CMM 104H (Transfer of CMM 207 accepted)		3	
FINE ARTS – ART 112 or MUS 142 or THE 112		3	
HUMANITIES – choose one from: CL 210, 230, 231, 232, 233, 234, 235, 236, 237, 250 CMM 205, 239, 240 ENG 200, 202, 203, 206, 209, 210, 211, 212, 213, 215, 220, 225, 231, 235, 236, 240, 241, 242 FRN 240; GER 240; JPN 240; SPN 240 PHL 200, 200H, 201, 250 RST 205, 206, 220, 225, 250		3	
MATH - choose one from MTH 121, 122, 125, 127, 130, 132, 140, 220, 225, 229, 230, 231		3	
NATURAL/PHYSICAL SCIENCE – choose one from: BSC 104, 105, 120, 121, 228, 250 CHM 211 plus 217, 212 plus 218 GLY 110 plus 210L, 150 plus 150L, 200 plus 210L ISC 200, 201, 202, 205, 208, 209, 211 IST 111, 131, 224, 230 PHY 101 plus 101L, 201 plus 202, 203 plus 204, 211 plus 202 or 212, 213 plus 204 or 214 PS 109 plus 109L, 110 plus 110L		4	
SOCIAL SCIENCE – choose one from: ANT 201, ANT 201H; CMM 213, 255; CJ 200, 211, 221, 231, 241; GEO 100, 203, 206 HST 101, 102, 103, 103H, 125; 200, 205, 206, 208, 219, 220, 221, 223, 230, 230H, 231, 231H, 250, 260, 265 PSC 104, 105, 202, 207, 209, 211, 233 PSY 201, 201H, 223 SOC 200, 200H		3	
CORE II Total		25	
Writing Intensive	Writing Intensive		Multicultural/International
Notes:			

Journalism and Mass Communications Cognizance, Core and Major Requirements

JMC Cognizance		Course	Hours	Grade
Diversity (15 hrs.):	Modern Language (not culture courses)		3	
	Modern Language (not culture courses)		3	
	Cultural (ANT 201, SOC 200 or GEO 100)		3	
	Multicultural		3	
	International (not JMC 436)		3	
Historical (3 hrs.):	Any History		3	
Literature (6 hrs.):	Any course with a "literature" attribute		3	
	Any course with a "literature" attribute		3	
Cognizance area total			24	
<i>Cultural, multicultural, international, history and literature courses completed as part of CORE I or CORE II may meet requirements of the JMC cognizance area as well</i>				
Journalism and Mass Communications Core				
JMC 101—Media Literacy			3	
JMC 102— Information Gathering & Res.			3	
JMC 402—Law of Mass Communications			3	
JMC 440—Mass Communications Ethics			3	
JMC 470/490—Internship/Practicum			3	
JMC 300/400 elective			3	
JMC 300/400 elective			3	
Passed language skills exam				
JMC Core Total			21	
Journalism and Mass Communications Major—Advertising				
JMC 221—Advertising and Continuity Writing			3	
JMC 241—Graphics of Communication			3	
JMC 245—Fundamentals of Strategic Communication			3	
JMC 383—Advertising Layout and Design			3	
JMC 385—Advertising Media Planning			3	
JMC 408—Strategic Communications Research			3	
JMC 415—Advertising Strategy and Execution			3	
JMC 425—Advertising Campaigns			3	
JMC Elective—one from JMC 360, 432, 437, 462			3	
JMC Major Total			27	
Journalism and Mass Communications Required or Elective non-JMC				
CMM 308—Persuasive Communication			3	
MKT 340—Principles of Marketing			3	
Non-JMC elective				
Non-JMC elective				
Non-JMC elective				
Non-JMC elective				
<i>No more than 4 hours of non-JMC electives by be completed in PEL</i>				
Non-JMC/elective Total			14	
	120 hours total		42 hours upper division	"C" in ENG 201
	48 hours JMC		Overall gpa 2.25 or +	"C" in all required JMC
	72 hours non-JMC		JMC gpa 2.25 or +	