



# ADVERTISING

W. Page Pitt School of Journalism and Mass Communications curriculum guides augment your 2012-2013 Undergraduate Catalog. Use them to help plan each semester of your program. The guides:

- offer a semester-by-semester plan for your program,
- outline your general education, your school and your major requirements,
- include reminders about minors and graduation checks, and
- summarize 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/MUS 210/THE 112—Select one

#### Semester 3 (16 hours)

JMC 221—Advertising and Continuity Writing  
HST—Any U.S. History  
ENG 201—English Composition II  
Global Component (Modern Language 101)  
Physical/Natural Science (4 hours)

#### Semester 5 (15 hours)

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

**Complete a graduation check**

#### Semester 7 (15 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  
CT Core I Social Science  
PSY 201—General Psychology

#### Semester 4 (16 hours)

JMC 245—Fundamentals of Advertising\*\*  
Core II Humanities—Literature  
300/400 SOJMC Social Science/Humanities (see list on back)  
Global Component (Modern Language 102)  
Physical/Natural Science or Meteorology (4 hours)

**Declare a minor**

#### Semester 6 (18 hours)

JMC 385—Advertising Media Planning\*\*  
300/400 SOJMC Social Science/Humanities (see list on back)  
Literature  
Global Component (Modern Language 204 or International)  
Minor \_\_\_\_\_

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

#### Semester 8 (12 hours)

JMC 402—Law of Mass Communication  
JMC 425—Advertising Campaigns (Capstone)\*\*  
JMC Elective 300/400 level  
Minor or non JMC elective or International \_\_\_\_\_

\*\* Offered spring terms only

### REMINDERS

- Declare a minor before completion of your 58<sup>th</sup> 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 201 and in all required journalism and mass communications courses

- Request a graduation check at your 80<sup>th</sup> credit hour

- 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)

MTH 121 = 3 hours of CT.

Select a second CT course from social sciences/humanities that meets both Core and SOJMC requirements.

#### 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 201 **OR** English 201H (honors)

ACT scores of less than 18 (SAT 440), first take ENG 099

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. **(CMM 103 does not count toward the JMC social sciences requirement.)**

#### 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 & 218

Geology 110 & 210L, 150 & 150L, 200 & 210 L

Integrated Science 200, 201, 202, 205, 208, 209, 211

Integrated Science and Technology 111, 211, 224

Physics 101 & 101L, 201 & 202, 203 & 204, 211 & 202, 212 & 204, 213 & 204, 214

Physical Science 109 & 109L, 110 & 110L

#### Social Sciences (3 hours)

Select one course from ANT 201\*, CMM 213, 255, CJ 200, 211, 221, 231, 241 GEO 100\*, 203, 206, 222, HST 101\*, 102\*, 103\*, 125, 200, 205, 206, 208\*, 219, 220, 221, 223, 230\*, 231\*, 250, 260, 265, PSC 104, 105, 202, 207, 209, 211, 233, PSY 201, 223, SOC 200\*

#### Humanities (3 hours)

Select one course from CL 210\*, 230, 231, 232, 233, 234, 235, 236, 237, 250, CMM 205, 239, 240, ENG 200\*, 203, 205\*, 206, 209, 210, 211, 212, 213, 215, 220, 225, 231, 235, 236, 240, 241, 242, FRN 240, GER, 240, HON 200, JPN 240, PHL 200, 201, 250, RST 205, 206, 220, 225, 250.

(\* satisfies Core I CT and Core II requirements)

#### Fine Arts (3 hours)

Art 112 or Music 142 or Music 210 or Theater 112

### Journalism and Mass Communications Requirements (SOJMC)

#### Literature (6 hours) (must have a “literature” attribute)

English literature

Classics 210, 230, 231, 232, 233, 234, 235, 236 or 237

Religious Studies 220, 225, 304, 310, 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 9 hours of approved international courses.

#### Physical/Natural Science or Meteorology (4 hours)

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

#### Minor (12-18 hours)

See catalog for departmental specifications regarding courses and credit hours.

#### Journalism and Mass Communications Core (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 3/400 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—Strategic Communications Research

JMC 415—Advertising Strategy and Execution

JMC 425—Advertising Campaigns

#### SOJMC Social Sciences/Humanities (15 hours)

Any U.S. history course, PSY 201 and 9 additional hours from any combination of Anthropology, Classics, Communications Studies (except 103), Criminal Justice, Geography (except 101, 110, 111, 201, 230, 350, 360, 414, 415, 418, 420, 421 and 425-496), History, Philosophy, Political Science, Psychology, Religious Studies, Sociology and Women’s Studies 101.

#### Required Non-JMC Courses (6 hours)

CMM 308—Persuasive Communication

MKT 340—Principles of Marketing

