

ADVERTISING MAJOR



Keep this curriculum guide during your stay in the W. Page Pitt School of Journalism and Mass Communications. It augments your 2009-2010 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 221—Advertising and Continuity Writing
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 241—Graphics of Communication
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 245—Fundamentals of Advertising**
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 (3-12 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 Marshall Plan requirements. International courses JMC 436 and SFT 235 may not be used to satisfy global component requirements.

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, 234, 235 or 236

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, 234, 235 or 236

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 successful completion of Math Workshop before enrolling in Math 121.

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, 230, 350

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 58th credit hour
- Request a graduation check upon completion of your 80th 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

