



# AD/PR MAJOR

## *advertising emphasis*

Journalism and Mass Communications curriculum guides augment your 2018-2019 Undergraduate Catalog. The guides:

- offer a semester-by-semester plan,
- outline general education, school and program requirements,
- include reminders about internships and graduation audits, and
- summarize graduation requirements.

**A suggested semester-by-semester plan:** The following is a model for progress through the advertising emphasis of the AD/PR major. It may be beneficial to take courses in different time frames, but try to follow the sequence of JMC offerings. Select courses to include critical thinking, multicultural, international and writing intensive requirements.

### FALL

#### **Semester 1 (15-16 hours)**

FYS—Freshman Seminar **OR** MTH 121 (CT)  
 JMC 101—Media Literacy  
 JMC 103—Language Use for Media (if needed\*\*\*)  
 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 330—AD/PR Principles and Ethics  
 JMC 380—AD/PR & Continuity Writing\*  
 ENG 201—English Composition II  
 Core I CT  
 Core II Physical/Natural Science (4 hours)

#### **Semester 5 (15 hours)**

JMC 361—Digital Presence  
 JMC 383—Content Creation\*  
 JMC 408—Research and Analytics\*  
 MGT 100—Introduction to Business  
 Any Modern Language

***Complete a graduation audit at 80 hours***

#### **Semester 7 (14 hours)**

JMC 415—Content Strategy\*  
 Literature (must have “literature” attribute)  
 JMC 300/400 elective  
 International (must have “international” attribute)  
 Non-JMC elective (2 hr.)

***\* Offered fall terms only***

### SPRING

#### **Semester 2 (15 hours)**

FYS—Freshman Seminar **OR** MTH 121 (CT)  
 JMC 102—Media Toolbox  
 JMC 241—Media Design  
 Core I CT  
 Core II Social Science

#### **Semester 4 (15 hours)**

JMC 260—Digital Imaging for JMC  
 ANT 201/SOC 200/GEO 100 (select one)  
 Core II Humanities  
 Literature (must have “literature” attribute)  
 Any History

#### **Semester 6 (15 hours)**

JMC 424—Media Strategy\*\*  
 MKT 340—Principles of Marketing  
 Non-JMC elective  
 Multicultural (must have “multicultural” attribute)  
 Any Modern Language

***Recommended summer between semesters 6 & 7 (3 hours)***

JMC 490/470—Internship/practicum

#### **Semester 8 (12 hours)**

JMC 345—Mass Communications Law and Ethics  
 JMC 439—AD/PR Campaigns (Capstone)\*\*  
 JMC 300/400 elective  
 Non-JMC 300/400 elective

***\*\* Offered spring terms only***

### REMINDERS

- 120 credit hours of 100 to 499 level courses
- 48 credit hours of journalism and mass communications
- 72 credit hours of non-journalism courses
- at least 42 hours of the 120 must be in 300/400 level courses
- 6 hours of critical thinking
- 6 hours of writing intensive
- 3 hours of multicultural credit
- 3 hours of international credit
- pass a language proficiency exam with a score of 77% or better (or pass JMC 100 or 103 with a C or better) before admission to JMC 300/400 courses\*\*\*
- earn an overall and a JMC gpa of 2.25 or better
- earn a “C” or better in English 201 and in all required journalism and mass communications courses
- request a graduation audit at your 80+ credit hour
- submit a graduation portfolio

## Core, JMC and Program Requirements—minimum 120 hours required

(All courses in these lists 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.

Recommended: 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 450), first take ENG 101P

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 19 (SAT 460) or more take MTH 121

Math ACT of 18 or less take MTH 121B

##### Fine Arts (3 hours)

Art 112 or Music 142 or Music 210 or Theater 112

Check the General Education website, <http://www.marshall.edu/gened>, for specific courses that meet Core I and Core II requirements. Note that some courses can be applied to both Core I and Core II.

##### Core II Physical or Natural Science (4 hours)

##### Core II Social Sciences (3 hours)

##### Core II Humanities (3 hours)

### Securing an internship

All SOJMC majors must complete at least 3 credit hours of internship. Students earn 1 credit hour for each 100 hours of approved professional practice. Ideally, internships should be completed during the summer between the junior and senior years. To ensure your work is properly credited, you must work through the internship director.

- Submit a complete internship application.
- Secure approval of the employment or other work.
- Get permission to enroll in JMC 490, 491 or 470.
- Maintain weekly contact, attend scheduled meetings and submit a final report and a portfolio.

### Journalism and Mass Communications Requirements (SOJMC)

#### JMC Cognizance Area.....24 hours

##### Diversity (15 hours)

Modern Language 6 hours

Successful completion of any combination of French, German, Greek, Japanese, Latin, or Spanish language courses

Cultural 3 hours

Select ANT 201, SOC 200 or GEO 100

Multicultural 3 hours

Any 3 hours with a “multicultural” attribute

International 3 hours

Any 3 hours with an “international” attribute

(JMC 436 may not be applied to the cognizance area.)

Historical (3 hours) Any HST course

Literature (6 hours) Any course with a “literature” attribute.

Writing courses do not satisfy the literature requirement.

(Cultural, multicultural, international, history and literature courses taken as part of Core I or Core II may meet requirements of the JMC cognizance area as well.)

#### JMC Core ..... 21 hours

JMC 101 — Media Literacy

JMC 102 — Media Toolbox

JMC 241 — Media Design

JMC 260 — Digital Imaging for JMC

JMC 345 — Mass Communications Law and Ethics

JMC 361 — Digital Presence

JMC 470 or 490 — Professional Practicum or Internship

(JMC 490 prerequisites JMC 221, 241, 245)

Pass school’s language skills exam OR complete JMC 100 or 103 OR have ACT verbal score of 30 or better

#### AD/PR major ..... 18 hours

JMC 330 — AD/PR Principles and Ethics

JMC 380 — AD/PR & Continuity Writing

JMC 383 — Content Creation

JMC 408 — Research and Analytics

JMC 439 — AD/PR Campaigns (capstone)

JMC Elective — Any 3 hrs. of 3/400 level JMC

#### Advertising emphasis ..... 9 hours

JMC 415 — Content Strategy

JMC 424 — Media Strategy

JMC Electives — Any 3 hrs. of 3/400 level JMC

#### Required Non-JMC Courses ..... 6 hours

MGT 100 — Introduction to Business

MKT 340 — Principles of Marketing

#### Non-JMC Electives ..... 8 hours

No more than 4 hours of non-JMC electives may be completed in PEL. Non-JMC elective hours may vary depending on the extent to which two or more requirements are met with a single course.

#### Total earned credits required for graduation..... 120 hours



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<http://www.marshall.edu/sojmc>  
<http://www.marshall.edu/cam>

