



# ADVERTISING

W. Page Pitt School of Journalism and Mass Communications curriculum guides augment your 2016-2017 Undergraduate Catalog. Use them to help plan each semester of your program. The guides:

- offer a semester-by-semester plan for your study,
- outline general education, school and program requirements,
- include reminders about internships and graduation audits, 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 (15-16 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 221—Advertising and Continuity Writing  
 ENG 201—English Composition II  
 Core I CT  
 Any Modern Language  
 Core II 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  
 Literature (must have “literature” attribute)  
 International (must have “international” attribute)

**Complete a graduation audit at 80 hours**

#### Semester 7 (14 hours)

JMC 415—Ad Strategy\*  
 JMC 440—Mass Communications Ethics  
 JMC 300/400 elective  
 CMM 308—Persuasive Communication  
 Non-JMC elective (2 hr.)

\* Offered fall terms only

### SPRING

#### Semester 2 (15 hours)

FYS—Freshman Seminar **OR** MTH 121 (CT)  
 JMC 102—Information Gathering and Research  
 JMC 241—Graphics of Communication  
 Core I CT  
 Core II Social Science

#### Semester 4 (15 hours)

JMC 245— Fundamentals of Strategic Communications\*\*  
 ANT 201/SOC 200/GEO 100 (select one)  
 Core II Humanities  
 Any Modern Language  
 Any History

#### Semester 6 (15 hours)

JMC 385—Advertising Media Planning\*\*  
 JMC 300/400 elective  
 Non-JMC elective  
 Literature (must have “literature” attribute)  
 Multicultural (must have “multicultural” attribute)

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

JMC 490/470—Internship/practicum

#### Semester 8 (12 hours)

JMC 402—Law of Mass Communications  
 JMC 425—Advertising 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 and 3 hours of international
- earn an overall and a JMC gpa of 2.25 or better
- pass a language proficiency exam with a score of 77% or better (or equivalent) before admission to any JMC 300/400 level courses
- earn a “C” or better in English 201 and in all required journalism and mass communications courses
- request a graduation audit at your 80<sup>th</sup> credit hour
- complete the JMC writing requirement in JMC 440
- 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 or more take MTH 121  
Math ACT of 17 or 18 take MTH 121B  
Math ACT less than 17 take MTH 100 then MTH 121

#### 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 Arabic, French, German, Japanese, Latin, Spanish or Greek 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

EXCEPT JMC 436. JMC 436 credit may not be applied to the JMC 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—Information Gathering and Research

JMC 402—Law of Mass Communications

JMC 440—Mass Communications Ethics

JMC 470 or 490—Professional Practicum or Internship

(JMC 490 prerequisite JMC 221, 241, 245)

JMC Electives—any additional six hours of 3/400 JMC

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

#### Advertising Requirements ..... 27 hours

JMC 221—Advertising and Continuity Writing

JMC 241—Graphics of Communication

JMC 245—Fundamentals of Strategic Communications

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

JMC Elective—One course from JMC 360, 432, 437, 462

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

CMM 308—Persuasive Communication

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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• 304-696-2360  
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• <http://www.marshall.edu/sojmc>  
• <http://www.marshall.edu/cam>

