

# Advertising

Drake University School of Journalism and Mass Communication  
Fall 2023

Drake Curriculum		
Requirement	Course	Completed
Blueprint for Success	INTD 025	<input type="checkbox"/>
First Year Seminar		<input type="checkbox"/>
Equity and Inclusion	JMC 030	<input type="checkbox"/>

Area of Inquiry		
Artistic Experience	JMC 059	<input type="checkbox"/>
Critical Thinking	JMC 076	<input type="checkbox"/>
History Foundation 1		<input type="checkbox"/>
History Foundation 2		<input type="checkbox"/>
Information Literacy	JMC 030	<input type="checkbox"/>
Global & Cultural Understanding		<input type="checkbox"/>
Engaged Citizen		<input type="checkbox"/>
Quantitative Literacy		<input type="checkbox"/>
Written Communication	JMC 054	<input type="checkbox"/>
Life Science*	PSY 001	<input type="checkbox"/>
Physical Science*		<input type="checkbox"/>
Values and Ethics	JMC 104	<input type="checkbox"/>

\*Only one lab required - PSY 001 Lab

**OR**

Honors Track		
<i>Note: Must register for the Honors track</i>		
Honors Class	Course	Completed
Paths to Knowledge	HONR 100	<input type="checkbox"/>
AOI - Science with lab		<input type="checkbox"/>
AOI - Quantitative		<input type="checkbox"/>
AOI - Artistic Experience	JMC 059	<input type="checkbox"/>
15 credits of Honors electives required		
Honors Electives		<input type="checkbox"/>
Honors Electives		<input type="checkbox"/>
Honors Electives		<input type="checkbox"/>
Honors Electives		<input type="checkbox"/>
Honors Electives		<input type="checkbox"/>

SJMC Core Requirements	Pre-Req	Completed
030 Mass Media in a Global Society		<input type="checkbox"/>
031 Multimedia Lab (1 cr.)		<input type="checkbox"/>
040 Pre-Professional Workshop (1 cr.)		<input type="checkbox"/>
041 Financial Fundamentals for Com Prof (1 cr) (Sp)	So+	<input type="checkbox"/>
054 Reporting and Writing Principles		<input type="checkbox"/>
055 Digital Strategies		<input type="checkbox"/>
104 Media Law and Ethics (Spring)	Jr+	<input type="checkbox"/>

Major Requirements	Pre-Req	Completed
057 Video Production	031	<input type="checkbox"/>
059 Visual Comm Methods	031	<input type="checkbox"/>
076 Advertising Principles (Fall)		<input type="checkbox"/>
105 Web Content & Development	055	<input type="checkbox"/>
113 Consumer Culture (Spring)	076	<input type="checkbox"/>
124 Advertising Copy & Content (Spring)	054	<input type="checkbox"/>
139 Advertising Research & Planning (Fall)	40, 113, 124, MKTG 101	<input type="checkbox"/>
145 Advertising Campaign Capstone (Spring)	57, 59, 139, & 117 or 141	<input type="checkbox"/>
JMC Writing and Creation Elective		<input type="checkbox"/>

**Select One:**

117 Media Analytics & Insights (Fall)	113 and MKTG 101	<input type="checkbox"/>
141 Advanced Strategic Messaging (Fall)	57, 59, 124, & MKTG 101	<input type="checkbox"/>

**Non-SJMC Requirements**

ECON 002 Principles of Microeconomics		<input type="checkbox"/>
PSY 001 Intro to Psychology		<input type="checkbox"/>
MKTG 101 Marketing Principles	Econ 002	<input type="checkbox"/>

Area of Concentration	21 Credits Total (Non-JMC)
Title:	<b>12 upper-level credits:</b>
<b>9 lower-level credits:</b>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

## Required to Graduate

120 minimum credit hours  
40 credits in 100+ level classes  
44 minimum JMC credit hours

## Additional Notes

Must maintain a cumulative JMC GPA of 2.25 after attempting 30 credits

All prerequisites must be a grade of C- or higher

Must fulfill Drake Curriculum requirements



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## Writing and Creation

Course	Pre-req	Cr.
054 Reporting & Writing Prin.		3
067 Digital Audio Wrtg/Prod (Spring)	054	3
070* Media Editing	054	3
100 Electronic Field Production	054, 057	3
120* Freelance Writing	054	3
123 PR Writing	054	3
124 Advertising Copy and Content (Spring)	054	3
161* Adv. Magazine Staff Writing	054	3
168* Adv. Reporting	054	3

## Research and Analytics

Course	Pre-req	Cr.
055 Digital Strategies		3
065 Social Media Strategies		3
103* Public Affairs Reporting	054	3
113 Consumer Culture (Spring)	076	3
	113, MKTG	3
117 Media Analytics and Insights (Fall)	101	3
119* Brand Media Planning (Fall)	054	3
136 PR Research (Fall)	123	3
139 Advertising Research and Planning (Fall)	040, 113, 124, MKTG 101	3
144 Cases in Ethical PR Pract. (Spring)	054	3
195 App Design (Fall)	055	3

## Multimedia Skills

Course	Pre-req	Cr.
031 Multimedia Lab		1
057 Video Production	031	3
058 Foundations of Visual Comm (spring)	031	3
059 Visual Comm Methods	031	3
067 Digital Audio Wrtg/Prod (Spring)	031, 054	3
075 Digital Photography (Fall)	059	3
100 Electronic Field Production	054, 057	3
150 Editing & Motion Graphics (Spring)	100	3

## Strategy and Execution

Course	Pre-req	Cr.
055 Digital Strategies		3
105 Web Content & Development	055	3
114 Advanced Video Production (Fall)	067, 100	3
116 Documentary Production (Fall)	067, 100	3
118 Meredith Apprenticeship	Instr. Approval	3
119* Brand Media Planning	054	3
131 Political Campaign Mgmt (Fall)		3
138 Public Affairs Planning & Mgmt (Fall)		3
141 Advanced Strategic Messaging (Fall)	057, 059, 124, MKTG 101	3
143 PR Planning & Mgmt. (Fall)	059, 123	3
145 Advertising Campaign Capstone (Spring)	057, 059, 139, & 117 or 141	3
146 PR Campaign Strategy (Spring)	136, 143	3
147 SPC Capstone (Spring)	088, 138	3
172 Journalism Capstone (fall)	Instr. Approval	3
173* Reporting for TV & Web (Spring)	100	3
194 Digital Media Production Capstone (spring)	040, 055, 059, 105, 124, elective	3

## Explore

Course	Pre-req	Cr.
030 Mass Media in a Global Society		3
076 Advertising Principles (Fall)		3
085 PR Principles		3
088 Intro to SPC (Fall)		3
108 Media Criticism (Fall)		3

## Business Knowledge

Course	Pre-req	Cr.
040 Pre-Professional Workshop		1
041 Financial Fundamentals for Comm. Prof. (Spring)	So+	1
104 Media Law and Ethics (Spring)	Jr+	3
109 JMC Internship		1-3
110 State Capitol Experience (spring) (Instr. Approval)		3
118 Meredith Apprenticeship (Instr. Approval)		3

\*courses offered on a rotational basis - see schedule of classes for availability