

Advertising

School of Journalism and Mass Communication

Fall		
Course	Pre-reqs	Cr
JMC 030: Mass Media in a Global Society (INFO/EI)		3
JMC 031 Multimedia Lab		1
JMC 076: Advertising Principles (F)		3
First Year Seminar		3
AOI or Any Course		3
Total Credits		13

Spring		
Course	Pre-reqs	Cr
JMC 054: Reporting and Writing Principles (WRIT)		3
JMC 057: Video Production	JMC 031	3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Fall		
Course	Pre-reqs	Cr
JMC 059: Visual Communication Methods (ARTS)	JMC 031	3
ECON 002: Microeconomics		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Any Course		2
Total Credits		17

Spring		
Course	Pre-reqs	Cr
JMC 055: Digital Strategies		3
PSY 001: Introduction to Psychology (LIFE)		4
JMC 040: Pre-professional Workshop		1
JMC 113: Consumer Culture (S)	JMC 076	3
AOI or Any Course		3
Total Credits		14

Fall		
Course	Pre-reqs	Cr
JMC 105: Web Content and Development	JMC 055	3
Writing and Creation Elective (JMC course)	JMC 054	3
MKTG 101: Marketing Principles	ECON 002	3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Spring		
Course	Pre-reqs	Cr
JMC 104: Law and Ethics (VE) (S)	Jr.+	3
JMC 041: Financial Fundamentals for Comm Professionals (S)	SO+	1
JMC 124: Advertising Copy and Content (S)	JMC 054	3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		16

Fall		
Course	Pre-reqs	Cr
JMC 139: Advertising Research and Planning (F)	JMC 040, 113, 124, MKTG 101	3
JMC 117 or 141 (F)	JMC 057, 059, 113, 124, MKTG 101	3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Spring		
Course	Pre-reqs	Cr
JMC 145: Advertising Campaign Capstone (S)	JMC 057, 059, 117/141, 139	3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Total Credit Hours Included in Academic Plan

120

Program and Advising Notes

Please meet with your Advising Specialist prior to making any changes to the sequencing of courses on your degree path, to ensure you can stay on track for graduation.

JMC 117 and 141 are offered on a rotational basis. One elective will be offered in the fall, then the other course will be offered the following fall. Please plan accordingly for which elective you would prefer to take. You may choose to move this elective to fall of your third year in order to take the course you want, as long as you have the pre-requisite courses complete.