

Major in Journalism

Following is one suggested four-year degree plan. Students are encouraged to see their adviser each semester for help with program decisions and enrollment. Some requirements may have changed because the University Core Curriculum was being revised at the time this catalog went to press. Contact a degree program adviser.

BS with a Major in Journalism Advertising Concentration pdf

FRESHMAN YEAR		FRESHMAN YEAR	
FALL	HOURS	SPRING	HOURS
ENGL 1310, College Writing I	3	ENGL 1320, College Writing II ⁶	3
JOUR 1210, Survey of Mass Communication ¹⁴	3	JOUR 2010, Principles of Advertising	3
MATH 1100, College Algebra	3	MATH 1680, Elementary Probability and Statistics	3
PSCI 1040, American Government	3	PSCI 1050, American Government	3
CSCI ^{1,16}	3	Visual and Performing Arts ⁷	<u>3</u>
Wellness ¹¹	<u>3</u>	Total	15
Total	18		
SOPHOMORE YEAR		SOPHOMORE YEAR	
FALL	HOURS	SPRING	HOURS
ENGL 2210, World Literature I	3	ECON 1110, Principles of Macroeconomics	3
HIST 2610, United States History to 1865 ¹²	3	ENGL 2220, World Literature II	3
JOUR 2310, Newspaper Reporting and Writing 4	4	HIST 2620, United States History Since 1865 ¹²	3
Concentration ^{44, 53}	3	JOUR 2020, Advertising and the Creative Process	3
Natural Science ⁹	<u>4</u>	Physical Science ⁹	<u>4</u>
Total	17	Total	16
JUNIOR YEAR		JUNIOR YEAR	
FALL	HOURS	SPRING	HOURS
JOUR 4040, Advertising Media and Marketing	3	JOUR 3010, Advertising Promotions and Sales	4
LANG 2040, Foreign Language (intermediate) ^{3,16}	3	JOUR 4050, Advertising Copywriting	3
JOUR (cluster) ⁴⁵	3	LANG 2050, Foreign Language (intermediate) ^{3,16}	3
Concentration ^{44, 53}	3	Concentration ^{44, 53}	3
Laboratory Science (choice) ⁹	<u>4</u>	Concentration ⁵³	<u>3</u>
Total	16	Total	16
SENIOR YEAR		SENIOR YEAR	
FALL	HOURS	SPRING	HOURS
JOUR 4060, Case Studies in Advertising	3	JOUR 4070, Advertising Campaigns	3
JOUR (cluster, advanced) ⁴⁵	3	Concentration (advanced) ^{44,53}	3
Concentration (advanced) ⁵³	3	Concentration (advanced) ⁵³	3
Concentration (advanced) ^{44, 53}	3	Concentration (advanced) ⁵³	3
Concentration (advanced) ^{44, 53}	3	Concentration (advanced) ⁵³	3
Understanding of Ideas and Values ¹⁷	<u>3</u>	Concentration (advanced) ⁵³	<u>3</u>
Total	18	Total	18

Actual degree plans may vary depending on availability of courses in a given semester.

Some courses may require prerequisites not listed.

See Arts and Sciences notes in supplement booklet for footnotes.

Supplemental Information for the Advertising Concentration

1. Required journalism courses are JOUR 1210, 2010, 2020, 2310, 3010, 4040, 4050, 4060 and 4070, and two courses from 2700, 4055, 4800, 4200, 4420, 4620 and 4850. (Check with departmental adviser).

2. Students must take at least 18 hours in the College of Business Administration, including MKTG 3650 and 4120, MGMT 3820, plus 9 hours approved by the Department of Journalism.