

CORE			42	
___	CMPS	111	Information Literacy	3
___	ENGL	150	English Composition I	3
___	ENGL	151	English Composition II	3
___	ENGL	250	World Literature I	3
___	ENGL	251	World Literature II	3
___	COPA	250	Arts & Human Experience I	3
___	COPA	251	Arts & Human Experience II	3
___	HIST	150	Intro to Study of History	3
___	MATH	150	Mathematical Experience *	3
			*or MATH 180 or 190	
___	NSET	110	Intro to Natural Sciences I	3
___	NSET	111	Intro to Natural Sciences II	3
___	POLS	250	Intro to Government Systems OR	3
___	POLS	102	American National Government	
___	PSYC	150	Psychological Foundations	3
___	SOC	150	Sociological Foundations OR	3
___	SOC	111	World Cultures	

DEPARTMENT GENERAL REQUIREMENTS 27

Humanities (6)

___	ENGL	121	Effective Speech OR HUMA 150	3
___	ENGL	___	_____	3
			(English Lit., not writing at 300+ level)	

Language Sequence & Cultural Studies (9)
A two course sequence in the same foreign language (courses in translation excluded)

___	___	___	_____	3
___	___	___	_____	3

A cultural or specialized area studies course (History, modern language, language or political science course)

___	___	___	_____	3
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Social Sciences (9)

___	HIST	___	_____	3
			(203 or 204)	
___	POLS	___	_____	3
			(102,202,205,209,308,372 or 402)	
___	ECON	___	_____	3
			(201,202, or 421)	

Mathematics/Business (3)

___	MATH	175	Elementary Statistics	3
			OR	
___	BMGT	___	_____	3
			(e.g., 101,201,205,208,or 303)	

BACHELOR OF ARTS in ADVERTISING

2011-2012

Student's Name _____
Entrance Date _____

DEPARTMENT MAJOR REQUIREMENTS 44

School Core Requirements (12)

___	JOUR	101	Survey of Mass Communications	3
___	JOUR	103	Visual Communication Design	3
___	JOUR	150	Journalistic Writing & Editing	3
___	JOUR	412	Media Ethics & Responsibilities	3

Major Requirements (23)

___	JOUR	151	Broadcast Writing & Editing	3
___	JOUR	206	Intro to Advertising and PR	3
___	JOUR	239	IMC Research for Ad/PR	3
___	JOUR	255	Advertising and PR Writing	3
___	JOUR	300	Career Prep	1
___	JOUR	311	Practicum	1
___	JOUR	326	IMC Planning	3
___	JOUR	415	IMC Capstone	3
___	JOUR	418	Comm. Law and Regulation	3

Major Electives (9)
Choose 3 courses (9 credits) from the following:

___	JOUR	301	Ad Copy Writing and Layout	3
___	JOUR	308	Publications Production I OR	3
___	JOUR	310	Publications Production II	
___	JOUR	313	Mass Media Internship I	3
___	JOUR	316	Advertising Photography	3
___	JOUR	336	Advertising and PR Graphics	3
___	JOUR	390	International Media	3
___	JOUR	407	Desktop/Electronic Publishing	3
___	JOUR	413	Mass Media Internship II	3
___	JOUR	433	Advertising Competition	3
___	JOUR	436	Advertising Campaigns	3

GENERAL COLLEGE ELECTIVES 15

___	___	___	_____	3
___	___	___	_____	3
___	___	___	_____	3
___	___	___	_____	3
___	___	___	_____	3

Program Objectives

B.A. in Advertising

Upon successful completion of this program, a student will be able to:

1. Write, design, and edit as public relations and advertising professionals.
2. Work as a member of a professional team.
3. Have a portfolio illustrating expertise in developing advertising and public relations tactics in management of public relations and advertising campaigns.
4. Explain and apply ethics and laws facing advertising and public relations professions.
5. Conduct and analyze primary research, including interpreting surveys and managing focus groups.
6. Find, evaluate and use Internet and other mass media research sources.
7. Explain key issues and critical changes in the public relations and advertising professions.