

Multimedia Journalism/Advertising Emphasis -- 39 Credits (effective Fall, 2018)

General Departmental Core Courses -- REQUIRED 15 crs. by completing courses below

141 Introduction to Media: News, Public Relations and Advertising
221 Writing for the Media
251 Foundations of Multimedia Storytelling
324 Editing
412 Law of Mass Communication
499 Culminating Experience (90 crs. or more completed and permission of department) {0 crs.}

Advertising Emphasis Core -- REQUIRED 9 crs. by completing courses below

A course taken as a requirement **does not count again** toward the 9 crs. in the General Department Electives requirement.

250 Principles of Advertising
351 Advertising Copy, Layout & Production
353 Advertising Media

Advertising Electives -- REQUIRED 9 crs. by completing three courses below

A course taken as a requirement **does not count again** toward the 6 crs. in the General Department Electives requirement.

211 Principles of Public Relations
331 OR 452 331 - Visual Media Design OR 452 - Special Topics in Visual Journalism*
340 New & Emerging Media
424 Strategic Campaigns in Advertising
440 OR 457 440 - Application of New & Emerging Media OR 457 - Media Organization and Management
472 Research in Strategic Communication

General Department Electives -- REQUIRED 6 crs.

Two (2) electives between 61-001 and 61-498 (61-427, 61-429 and 61-452 **DO NOT** count as electives.)

**Transfer students have a limit of 61-199 General Journalism Elective for counting ONCE in any major or minor in the department

Non-Journalism Required Courses -- ALL Multimedia Journalism majors must take

Computer Science 34-125 -- Worldwide Web Site Development
History 57-202 -- Modern United States History Since 1877
Political Science 84-105 -- American Government and Politics

And, **ONE** from the following list:

Math 67-189 -- PBIS-Statistics	Psychology 36-203 -- Elementary Psychological
67-201 -- Applied Statistics	Sociology 92-281 -- Social Statistics

Credits to Meet Graduation Requirements

Upper-Level Credits (300 level or better, including journalism) (**35 crs.** required) {See current Undergraduate Bulletin}

Completed: _____

Scheduled: _____

Still Needed: _____

Non-Journalism/Mass Communication Classes (**72 crs.** Required) {See current Undergraduate Bulletin}

Completed: _____

Scheduled: _____

Still Needed: _____

NOTE: RTF courses **WILL NOT** count toward 72 cr. English courses will count with the exception of English 317: Technical Writing.

*Special topics courses vary semester by semester to explore and develop skills in key topics critical and modern to the field.