

## Advertising Major -- 39 Credits (effective Fall, 2022)

### 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 Digital & Social Media Strategy
  - 424 Strategic Campaigns in Advertising
  - 440 **OR** 457 440 - Digital & Social Media Applied **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 **DOES NOT** count as an elective.)

\*\*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:

- |             |   |                   |  |   |
|-------------|---|-------------------|--|---|
| <b>Math</b> | 67-189 -- PBIS-Statistics<br>67-201 -- Applied Statistics | <b>Psychology</b> |  | 36-203 -- Elementary Psychological Statistics |
|             |   | <b>Sociology</b>  |  | 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: \_\_\_\_\_

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