
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. Students are responsible for meeting all course prerequisites.

**See the University Core requirements section of this catalog for approved list of course options.*

*** See Arts and Sciences Core requirements section of this catalog for approved list of course options.*

BS with a Major in Journalism Advertising Concentration

FRESHMAN YEAR

FALL	HOURS
ENGL 1310, College Writing I*	3
JOUR 1210, Mass Communication	3
LANG 2040, Foreign Language (intermediate)**	3
MATH 1680, Elementary Probability and Statistics	3
PSCI 1040, American Government*	<u>3</u>
Total	15

SOPHOMORE YEAR

FALL	HOURS
HIST 2610, United States History to 1865*	3
JOUR 2020, Advertising and the Creative Process	3
JOUR 2310, Newspaper Reporting and Writing Humanities*	3
Physical Science**	<u>4</u>
Total	16

JUNIOR YEAR

FALL	HOURS
JOUR 4040, Advertising Media and Marketing	3
JOUR (see major requirements)	3
MKTG 3650, Foundations of Marketing Practice	3
Concentration (advanced, see major requirements)	3
Laboratory Science **	<u>4</u>
Total	16

SENIOR YEAR

FALL	HOURS
JOUR 4060, Case Studies in Advertising Concentration (advanced, see major requirements)	3
Concentration (advanced, see major requirements)	3
Concentration (advanced, see major requirements)	3
Concentration (advanced, see major requirements)	<u>3</u>
Total	15

FRESHMAN YEAR

SPRING	HOURS
ENGL 1320, College Writing II*	3
JOUR 2010, Principles of Advertising	3
LANG 2050, Foreign Language (intermediate)**	3
PSCI 1050, American Government* Social and Behavioral Sciences*	<u>3</u>
Total	15

SOPHOMORE YEAR

SPRING	HOURS
HIST 2620, United States History Since 1865*	3
JOUR 3010, Advertising Sales and Promotions Literature**	4
Natural Sciences**	4
Visual and Performing Arts*	<u>3</u>
Total	17

JUNIOR YEAR

SPRING	HOURS
JOUR 4050, Advertising Copywriting	3
JOUR (advanced, see major requirements)	3
MKTG 4120, Consumer Behavior	3
Elective	4
Elective	<u>4</u>
Total	17

SENIOR YEAR

SPRING	HOURS
JOUR 4070, Advertising Campaigns Concentration (advanced, see major requirement)	3
Concentration (advanced, see major requirement)	3
Concentration (advanced, see major requirement)	3
Elective	2
Wellness*	<u>3</u>
Total	17

*Actual degree plans may vary depending on availability of courses in a given semester.
Some courses may require prerequisites not listed.*
