
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 Curriculum* section of this catalog for approved list of course options.

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

BA with a Major in Journalism Advertising Concentration

FRESHMAN YEAR

FALL	HOURS
ENGL 1310, College Writing I*	3
JOUR 1210, Mass Communication and Society (may be used to satisfy Cross-cultural, Diversity and Global Studies requirement*)	3
LANG 2040, Foreign Language (intermediate)**	3
MATH (Above College Algebra, Except 2090)**	3
PSCI 1040, American Government*	<u>3</u>
Total	15

SOPHOMORE YEAR

FALL	HOURS
HIST 2610, United States History to 1865*	3
JOUR 2310, Newspaper Reporting and Writing (may be used to satisfy Communication requirement*)	3
JOUR 2020, Advertising and the Creative Process	3
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
Laboratory Science**	4
Elective	<u>3</u>
Total	16

SENIOR YEAR

FALL	HOURS
JOUR 4060, Cases in Integrated Communications	3
Elective	3
Elective	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 Promotion 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	3
Elective (advanced)	3
Elective (advanced)	2
Concentration (advanced, see major requirements)	3
Concentration (advanced, see major requirements)	3
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.

Students may wish to use opportunities for electives to complete a minor of their choice.
