

# ADVERTISING MANAGEMENT

## REQUIREMENTS FOR A BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

For students entering Drake after Spring 2002

Revised 7/04

- **A MINIMUM OF 124 HOURS IS REQUIRED TO EARN YOUR DEGREE**
- For the first 59 hours earned, SJMC students must maintain at least a 2.00 GPA in both overall cumulative and your JMC GPA.
- To remain in the SJMC and to continue progress toward a BAJMC degree, a student must have at least a 2.25 cumulative GPA and a 2.25 GPA in JMC courses at the end of the academic term in which the student completes the 60<sup>th</sup> credit hour.

### JMC REQUIRED COURSES

**JMC 030** (3) \_\_\_\_\_

**JMC 130** (3) \_\_\_\_\_  
(pre: JMC 121 & MKTG 101)

**JMC 040** (1) \_\_\_\_\_

**JMC 132** (3) \_\_\_\_\_  
(pre: JMC 121 & junior status)

**JMC 054** (3) \_\_\_\_\_

**JMC 140** (3) \_\_\_\_\_

**JMC 059** (3) \_\_\_\_\_

**JMC 145** (3) \_\_\_\_\_  
(pre: JMC 121, 130, 132 & MKTG 101)

**JMC 066** (3) \_\_\_\_\_

**JMC 104** (3) \_\_\_\_\_  
(pre: junior status)

**JMC elective**  
(0-6) \_\_\_\_\_

**JMC 121** (3) \_\_\_\_\_  
(pre: soph status)

**Total number of JMC hours required: 31 – 37**

If you exceed 37 hours of JMC coursework, you must take additional courses outside the SJMC, which will result in needing more than 124 hours to complete your degree.

### NON-JMC REQUIRED COURSES

**ECON 001** (3) \_\_\_\_\_

**PSY 001** (4) \_\_\_\_\_

**ECON 002** (3) \_\_\_\_\_

**IS 044\*** (3) \_\_\_\_\_  
\*or ISIT 040

**POLS 001** (3) \_\_\_\_\_

**MKTG 101** (3) \_\_\_\_\_

**SOC 001** (3) \_\_\_\_\_

**MKTG 115** (3) \_\_\_\_\_

**PLEASE SEE OTHER SIDE**