

**School of Journalism and Mass Communication Track sheet for a BA degree**

NAME: \_\_\_\_\_

I.D.: \_\_\_\_\_ Date: \_\_\_\_\_

Expected Term of Graduation: \_\_\_\_\_

**Required to graduate:**

- 124 minimum credit hours
- 32 minimum Journalism credit hours
- 86 non-journalism credit hours from those 65 hours must be Arts and Science credit
- 40 credit hours must be upper level (course numbered 100 or above)
- All requirements for the Drake Curriculum must be met.

| Semester 1  |     |       | Semester 2  |     |       | Semester 3  |     |       | Semester 4  |     |       |
|-------------|-----|-------|-------------|-----|-------|-------------|-----|-------|-------------|-----|-------|
| Upper Total |     |       | Upper Total |     |       | Upper Total |     |       | Upper Total |     |       |
| JMC         | A&S | Other | JMC         | A&S | Other | JMC         | A&S | Other | JMC         | A&S | Other |
|             |     |       |             |     |       |             |     |       |             |     |       |

  

| Semester 5  |     |       | Semester 6  |     |       | Semester 7  |     |       | Semester 8  |     |       |
|-------------|-----|-------|-------------|-----|-------|-------------|-----|-------|-------------|-----|-------|
| Upper Total |     |       | Upper Total |     |       | Upper Total |     |       | Upper Total |     |       |
| JMC         | A&S | Other | JMC         | A&S | Other | JMC         | A&S | Other | JMC         | A&S | Other |
|             |     |       |             |     |       |             |     |       |             |     |       |

Choose AOI or Honors Track to fulfill the Drake Curriculum. See listing of both programs by selecting My Courses in the Student Services Tab though BlueView. Honors requires sign-up.

| <input type="checkbox"/> Area of Inquiry | Course Taken                                 | Grade | <input type="checkbox"/> Honors Track                                 | Course Taken | Grade |
|--|--|-------|---|--------------|-------|
| First Year Seminar                       |  |       | 15 credits of Honors courses  |              |       |
| Artistic Experience                      | JMC059                                       |       | Honors Course - 1   |              |       |
| Critical Thinking                        |  |       | Honors Course - 2   |              |       |
| *Historical Consciousness                |  |       | Honors Course - 3   |              |       |
| Historical Consciousness                 |  |       | Honors Course - 4   |              |       |
| Information Literacy                     | JMC030                                       |       | Honors Course - 5   |              |       |
| International/Multicultural              |  |       | Paths to Knowledge  | HONR100      |       |
| +Life Science                            |  |       | AOI – Science   |              |       |
| +Physical Science                        |  |       | AOI – Quantitative  |              |       |
| The Engaged Citizen                      | JMC066                                       |       | AOI – Artistic Experience   | JMC059       |       |
| Quantitative                             |  |       |   |              |       |
| Values & Ethics                          | JMC104                                       |       |   |              |       |
| Written Communication                    | JMC054                                       |       |   |              |       |
| +1 lab required not both                 | These Courses are fulfilled by core required |       | All non-JMC Honors and AOI's can be counted in required non-JMC hours |              |       |

# ADVERTISING - CREATIVE

| Journalism Core Requirements         | Term Offered | Pre-req/ restriction | Term and Grade | Major Course Requirements                                | Term Offered | Pre-req/ restriction | Term and Grade |
|--------------------------------------|--------------|----------------------|----------------|--|--------------|----------------------|----------------|
| <b>JMC</b>                           |              |                      |                | <b>32 JMC hours minimum</b>                              |              |                      |                |
| 030 – Communication in Society       | S,F          |                      |                | 057 – Video Production                                   | S,F          |                      |                |
| 031 – Multimedia Lab                 | S,F          |                      |                | 076 – Advertising Princ                                  | S,F          | So+                  |                |
| 040 - Pre-Prof Workshop              | S,F          |                      |                | 124 – Adv Copywriting                                    | S,F          | 54,76 & 59 or56      |                |
| 054 –Reporting & Writing Principles  | S,F          |                      |                | 141 – Creative Strategy                                  | F,           | 124                  |                |
| 059 – Intro to Vsual Communication   | S,F          |                      |                | 145 – Advertising Campaign Strategies- 1cr Fall 2cr Sprg | F,S          | 40,141 MKTG101       |                |
| 066 – Media Responsibility Over Time | S,F          | So+                  |                | JMC Elective   |              |                      |                |
| 104 – Communication Law & Ethics     | S,F          | JR+                  |                | JMC Elective   |              |                      |                |
| ECON001- Principles of Macro         | S,F          |                      |                | ECON002- Prin of Micro                                   |              |                      |                |
| POLS001 – Am Political Systems       | S,F          |                      |                | PSY001 – Intro to Psy                                    |              |                      |                |
| SCSS001 – Survey of Sociology        | S,F          |                      |                | MKTG101 – Mktg Prin                                      |              | ECON1&2              |                |
|                                      |              |                      |                | MKTG115 – Consumer Behvr                                 |              | MKTG101              |                |

**Total JMC core hours = 17**  
**A & S hours = 9**  
**Upper hours = 3**

**Total JMC major hours = 15 to 21**  
**A & S hours = 4**  
**BN hours = 9**  
**Upper hours = 15 to 21**

**Over 38 JMC hours = More than 124 to Graduate**

| Area of Concentration                                | Title:                 | Adviser Approval Signature: |
|--|------------------------|-----------------------------|
| Must be taken in a single department or unified area | Lower Level Coursework | Upper Level Coursework      |
| 21 credit hours required                             |                        |                             |
| 9 lower level credits                                |                        |                             |
| 12 Upper level credits                               |                        |                             |