

School of Journalism and Mass Communication

Tracking - Intent to Graduate Form

Name: _____

I.D. _____

Choose AOI or Honors Track for fulfilling the Drake Curriculum.

For Honors Track – a form submitted to the Honors Program office is required.

Date: _____

See www.drake.edu/dc/ for a listing of both programs.

Advertising - Creative

Areas of Inquiry <input type="checkbox"/>	Course taken	Grade
First Year Seminar		
Artistic Experience	JMC059	
Critical Thinking		
*Historical Consciousness		
Historical Consciousness		
Information Literacy	JMC030	
International / Multicultural		
+Life Science		
+Physical Science		
The Engaged Citizen	POLS001	
Quantitative		
Values & Ethics	JMC104	
Written Communication	JMC054	
+ 1 lab required *See Website above	Courses printed are fulfilled by core requirements	All non-JMC Honors and AOI's can be counted in required non-JMC hours below.

Honors Track <input type="checkbox"/>	Course Taken	Grade
15 credits of Honors coursework		
Honors Course – 1		
Honors Course – 2		
Honors Course – 3		
Honors Course – 4		
Honors Course – 5		
Paths to Knowledge	HONR100	
AOI – Science w/lab		
AOI – Quantitative		
AOI – Artistic Experience	JMC059	

Journalism Core Requirements	Term offered	Pre-req / restriction	Term Class Taken and Grade
JMC			
030 – Communications in Society	S, F		
040 – Pre-Prof Workshop	S, F		
054 – Reporting & Writing Principles	S, F		
059 - Intro to Visual Comm w/lab	S, F		
066 – Race, Ethnicity & Media	S, F	So +	
104- Communication Law & Ethics	S, F	Jr +	
ECON001 – Principles of Macro	S, F		
POLS001 – Am Political Systems	S, F		
SCSS001 – Survey of Sociology	S, F		
Total JMC hours = 16 credits			
Total A & S hours = 9 credits			

Major Course Requirements: 31 JMC hours minimum	Term offered	Pre-req / restriction	Term Class Taken and Grade
056 – Broadcasting Prinp	S,F		
121 – Advertising Prinp	S,F	So+	
124 – Advertising Resrch	S,F	54,59or56 & 121	
141 – Cr Strategy in Adv	F	124	
145 – Adv Campgn Strat	S	124, Mktg 101	
JMC Eelective (Optional)	You	may take 2	
ART 021 – Digital Print P			Total JMC =
ECON002 – Prin of Micro	S,F		15 to 21
PSY001 – Intro to Psy	S,F		A&S = 9
MKTG101 – Marketing Pr		ECON1&2	BN = 6
MKTG115		MKTG101	
Over 37 JMC hours = more than 124 to graduate			

Area of Concentration	Title of Concentration:	Adviser Approval Signature
Must be taken in a single department or unified area		
21 credit hours required	Lower Level Course Work	Upper Level Course Work
9 lower level courses		
12 upper level courses		

To graduate:

- *Submit this form to the SJMC dean's office during 2nd semester of your junior year.
- *Make sure plan is approved by your adviser.
- *Submit graduation application 1st semester senior year.

124 minimum credit hours are required to graduate – 87 hours must be non-journalism
65 of the 87 must be Arts & Science courses. 40 of the 124 must be Upper Level (100 & above)

Semester 1			Semester 2			Semester 3			Semester 4			Semester 5			Semester 6			Semester 7			Semester 8		
JMC	AS	Oth	JMC	AS	Oth	JMC	AS	Oth	JMC	AS	Oth	JMC	AS	Oth	JMC	AS	Oth	JMC	AS	Oth	JMC	AS	Oth
Total			Total			Total			Total			Total			Total			Total			Total		

Transfer credits | JMC | AS | Oth | Pre-approval by SJMC is required for transfer work taken after admission to Drake

Oth = Course Work from Business, Education, or Pharmacy