

ADVERTISING – ACCOUNT

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		

Journalism Core Requirements	Term Offered	Pre-req/ restriction	Term and Grade	Major Course Requirements	Term Offered	Pre-req/ restriction	Term and Grade
JMC				32 JMC hours minimum			
030 – Communication in Society	S,F			076 – Advertising Princ	S,F	So+	
031 – Multimedia Lab	S,F			129 – Acct Management	F	076	
040 - Pre-Prof Workshop	S,F			130 – Adv Research	F	129, Mktg 101	
054 –Reporting & Writing Principles	S,F			132 – Adv Media Planning	S	76, Jr+	
059 – Intro to Vsual Communication	S,F			145 – Advertising Campaign Strategies- 1cr Fall 2cr Sprg	F,S	40,132MK TG101	
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	S,F		
POLS001 – Am Political Systems	S,F			PSY001 – Intro to Psy	S,F		
SCSS001 – Survey of Sociology	S,F			MKTG101 – Mktg Prin	S,F	ECON1&2	
				MKTG115 – Consumer Behvr	S,F	MKTG101	
				IS044 – IT Applications			

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 = 12
Upper hours = 18 to 24

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		