

Advertising

Drake University School of Journalism and Mass Communication

Beginning Fall 2015

Area Of Inquiry Track		
AOI	Course	Completed
First Year Seminar		<input type="checkbox"/>
Artistic Experience	JMC 059	<input type="checkbox"/>
Critical Thinking	JMC 076	<input type="checkbox"/>
History Foundation 1		<input type="checkbox"/>
History Foundation 2		<input type="checkbox"/>
Information Literacy	JMC 030	<input type="checkbox"/>
Global & Cultural Understanding		<input type="checkbox"/>
Engaged Citizen		<input type="checkbox"/>
Quantitative Literacy		<input type="checkbox"/>
Written Communication	JMC 054	<input type="checkbox"/>
Life Science*	PSY 001	<input type="checkbox"/>
Physical Science*		<input type="checkbox"/>
Values and Ethics	JMC 104	<input type="checkbox"/>

*Only one lab required - PSY 001 Lab

OR

Honors Track		
<i>Note: Must register for the Honors track</i>		
Honors Class	Course	Completed
Paths to Knowledge	HONR 100	<input type="checkbox"/>
AOI - Science with lab	PSY 001	<input type="checkbox"/>
AOI - Quantitative		<input type="checkbox"/>
AOI - Artistic Experience	JMC 059	<input type="checkbox"/>
15 credits of Honors electives required		
Honors Elective		<input type="checkbox"/>
Honors Elective		<input type="checkbox"/>
Honors Elective		<input type="checkbox"/>
Honors Elective		<input type="checkbox"/>
Honors Elective		<input type="checkbox"/>

SJMC Core Requirements	Pre-Req	Completed
030 Mass Media in a Global Society		<input type="checkbox"/>
031 Multimedia Lab (1 cr.)		<input type="checkbox"/>
040 Pre-Professional Workshop (1 cr.)		<input type="checkbox"/>
041 Financial Fundamentals for Com. Prof. (1 cr.)		<input type="checkbox"/>
054 Reporting and Writing Principles		<input type="checkbox"/>
055 Digital Strategies		<input type="checkbox"/>
059 Intro to Visual Communication		<input type="checkbox"/>
104 Media Law and Ethics	Jr+	<input type="checkbox"/>
Non-SJMC Core Requirements		
POLS 001 American Political Systems		<input type="checkbox"/>
Sociology Course (3 Credits)		<input type="checkbox"/>

Major Requirements	Pre-Req	Completed
057 Video Production	031	<input type="checkbox"/>
076 Advertising Principles		<input type="checkbox"/>
105 Web Page Design		<input type="checkbox"/>
113 Concepts in Consumer Awareness (Fall Only)	054, 076	<input type="checkbox"/>
124 Copywriting and Content Design (Spring Only)	054, 076, & Pre/Co Req either 057 or 059	<input type="checkbox"/>
145 Advertising Campaign Strategy (Spring Only)	2 of 117, 139 or 141	<input type="checkbox"/>
Select Two:		
117 Strategic Media Planning (Spring)	40, 57, 59, 113, MKTG 101	<input type="checkbox"/>
139 Advertising Account Planning (Fall)	Required for 139 and 141: 040, 057, 059, 113, 124,	<input type="checkbox"/>
141 Strategic Message Design (Fall)	MKTG 101	<input type="checkbox"/>
Non-SJMC Requirements		
Econ 002 Principles of Microeconomics		<input type="checkbox"/>
PSY 001 Intro to Psychology		<input type="checkbox"/>
MKTG 101 Marketing Principles	Econ 002	<input type="checkbox"/>

Required to Graduate

124 minimum credit hours

80 non-JMC credits

At least 48 of the 80 must be Arts and Sciences credits

40 credits in 100+ level classes

Additional Notes

Must maintain a cumulative JMC GPA of 2.25 once 30 credits are attempted

All prerequisites must be a grade of C- or higher

Must fulfill Drake Curriculum requirements

All non-JMC Honors and AOI courses count as non-JMC credit

Area of Concentration
21 Credits Total
Title:
9 lower-level credits:
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
12 upper-level credits:
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>



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AP/Transfer Credits	Fall 1	J-term 1	Spring 1
Summer 1	Fall 2	J-term 2	Spring 2
Summer 2	Fall 3	J-term 3	Spring 3
Summer 3	Fall 4	J-term 4	Spring 4

Student Signature _____

Date _____

Advisor Signature _____

Date _____