

Advertising

School of Journalism and Mass Communication

Fall 2023

Fall		
Course	Attribute	Cr
JMC 030: Mass Media in a Global Society	INFO and EI	3
JMC 031: Multimedia Lab		1
JMC 076: Advertising Principles	Critical Thinking	3
INTD 025: Blueprint for Success		1
First Year Seminar		3
AOI or Any Course		3
Total Credits		14

Spring		
Course	Attribute	Cr
JMC 054: Reporting and Writing Principles	Written Communication	3
JMC 057: Video Production		3
JMC 113: Consumer Culture		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Fall		
Course	Attribute	Cr
JMC 059: Visual Communication Methods	Artistic Experience	3
ECON 002: Microeconomics		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Any Course		1
Total Credits		16

Spring		
Course	Attribute	Cr
JMC 055: Digital Strategies		3
PSY 001: Introduction to Psychology	Life Science	4
JMC 040: Pre-professional Workshop		1
AOI or Any Course		3
AOI or Any Course		3
Total Credits		14

Fall		
Course	Attribute	Cr
JMC 105: Web Content and Development		3
JMC 124: Advertising Copy and Content		3
Writing and Creation Elective (JMC course)*		3
MKTG 101: Marketing Principles		3
AOI or Any Course		3
Total Credits		15

Spring		
Course	Attribute	Cr
JMC 104: Law and Ethics	Values and Ethics	3
JMC 041: Financial Fundamentals for Comm Professionals		1
JMC 117 or 141		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		16

Fall		
Course	Attribute	Cr
JMC 139: Advertising Research and Planning		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Spring		
Course	Attribute	Cr
JMC 145: Advertising Campaign Capstone		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Total Credit Hours Included in Academic Plan	120
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Program and Advising Notes

Please meet with your Advising Specialist prior to making any changes to the sequencing of courses on your degree path, to ensure you can stay on track for graduation.

Please refer to your program sheet for course sequencing and a list of pre-requisites for JMC courses.

*JMC Writing and Creation electives can be found on your Advertising program sheet.