

# Advertising

## Drake University School of Journalism and Mass Communication

Journalism Required Curriculum					
<b>Writing and Creation (9 credits)</b>			<b>Multimedia Skills (7 credits)</b>		
Course	Pre-req	Cr.	Course	Pre-req	Cr.
<b>54 Reporting &amp; Writing Prin.</b>		<b>3</b>	<b>31 Multimedia Lab</b>		<b>1</b>
63 Video for Journalists	31, 54, 57	3	<b>57 Video Production</b>	<b>31</b>	<b>3</b>
67 Digital Audio Wrtg/Prod (Spring)	54	3	<b>59 Intro to Visual Comm</b>		<b>3</b>
70 Media Editing	54	3	63 Video for Journalists	31, 54, 57	3
91 Magazine Staff Writing (Fall)	54	3	67 Digital Audio Wrtg/Prod (Spring)	54	3
98 Adv. Reporting (Spring)	54	3	75 Digital Photography (Fall)	59	3
120 Freelance Writing (Spring)	54	3			
123 PR Writing	54	3	<b>Strategy and Execution (9/12 credits)</b>		
<b>124 Copywriting &amp; Content Dsn (Spring)</b>	<b>54, 76, &amp; Pre/Co-req 57 or 59</b>	<b>3</b>	Course	Pre-req	Cr.
<b>Research and Analytics (6/9 credits)</b>			<b>55 Digital Strategies</b>		<b>3</b>
Course	Pre-req	Cr.	<b>105 Web Page Design</b>		<b>3</b>
55 Digital Strategies		3	114 Advanced Video (Fall)	63	3
99 Social Media Strategies		3	115 Video Sports Production (Fall)	63	3
103 Public Affairs Report. (Fall)	Jr, 41, 55, 63, 70, 98	3	116 Documentary Production (Fall)	63	3
<b>113 Concepts in Consumer Awareness (Fall)</b>	<b>54, 76</b>	<b>3</b>	118 Meredith Apprenticeship	Instr. Approval	3
117 Strategic Media Planning (Spring)	40, 57, 59, 113, MKTG 101	3	119 Magazine Publishing (Fall)	59, 41, and 70 or 91	3
119 Magazine Publishing (Fall)	59	3	138 Org. Public Affairs (Fall)		3
136 PR Research (Fall)	123	3	141 Strategic Message Design (Fall)	40, 57, 59, 113, 124, MKTG 101	3
<b>139 Adv. Account Planning (Fall)</b>	<b>40, 57, 59, 113, 124, MKTG 101</b>	<b>3</b>	143 PR Planning & Mgmt. (Fall)	59, 123	3
144 Cases in Ethical PR Practice (Spring)		3	<b>145 Adv. Campaign Strategy (Spring)</b>	<b>139, and 117 or 141</b>	<b>3</b>
195 App Design	Instr. Approval	3	146 PR Campaign Strategy (Spring)	143	3
			147 SPC Capstone (Spring)	88, 138	3
			172 Journalism Capstone	Instr. Approval	3
			173 Reporting for TV & Web (Spring)	63	3

Additional Journalism Options					
<b>Explore</b>			<b>Business Knowledge</b>		
Course	Pre-req	Cr.	Course	Pre-req	Cr.
<b>30 Mass Media in a Global Society</b>		<b>3</b>	<b>40 Pre-Professional Workshop</b>		<b>1</b>
<b>76 Advertising Principles</b>		<b>3</b>	<b>41 Financial Fundamentals for Comm Prof.</b>		<b>1</b>
84 Brand Media Principles		3	<b>104 Media Law and Ethics</b>	<b>Jr.</b>	<b>3</b>
85 PR Principles		3	109 JMC Internship		1-3
88 Intro to SPC		3			
<b>Other</b>			Course	Pre-req	Cr.
INTD 025 Bulldog Foundations		1	<b>ECON 002 Principles of Microeconomics</b>		<b>3</b>
POLS 001 American Political Systems		3	<b>MKTG 101 Marketing Principles</b>	<b>ECON 002</b>	<b>3</b>
Sociology Course		3	<b>PSY 001 Intro to Psychology</b>		<b>4</b>

# Advertising

## Drake University School of Journalism and Mass Communication

### Graduation Requirements

124 minimum credit hours  
 44 JMC credit hours  
 72 non-Journalism credit hours  
 At least 48 of the 72 must be Arts & Sciences credits  
 40 credit hours of courses numbered 100 or above  
 21 non-JMC credit hour area of concentration

Maintain a cumulative and JMC GPA of 2.25  
 All pre-requisite courses must be a grade of C- or higher  
 Must fulfill the Drake Curriculum requirements  
 Non-JMC AOI & Honors courses count as non-JMC credit

Area of Inquiry (AOI)			Drake Curriculum <u>OR</u>		Honors	
Area of Inquiry	Course	Done		Honors	Course	Done
First Year Seminar				<i>Note: Must register for the honors track</i>		
Artistic Experience	JMC 059			Paths to Knowledge		
Critical Thinking	JMC 076			AOI - Science With Lab	PSY 001	
History Foundation 1				AOI - Quantitative		
History Foundation 2				AOI - Artistic Experience	JMC 059	
Information Literacy	JMC 030			15 Credits of Honors Electives Required		
Global & Cultural Understanding				Honors Elective		
Engaged Citizen				Honors Elective		
Quantitative Literacy				Honors Elective		
Written Communication	JMC 054			Honors Elective		
Life Science*	PSY 001			Honors Elective		
Physical Science*						
Values and Ethics	JMC 104					

Journalism Required Curriculum (44 credit hours)			
Writing and Creation		Research and Analytics	
_____	cr	_____	cr
_____	cr	_____	cr
_____	cr	_____	cr
Multimedia Skills		Strategy and Execution	
_____	cr	_____	cr
_____	cr	_____	cr
_____	cr	_____	cr
		Explore/Business Knowledge/Other	
_____	cr	_____	cr
_____	cr	_____	cr
_____	cr	_____	cr
_____	cr	_____	cr

Area of Concentration			
<i>21 credit hours of non-JMC course work, of which a minimum of 12 credit hours need to be upper-level (course number 100 or above)</i>			
Lower-level course work _____ (9 cr.)	_____ cr	Upper-level course work _____ (12 cr.)	_____ cr
	_____ cr		_____ cr
	_____ cr		_____ cr
	_____ cr		_____ cr