

Advertising, Area of Specialization in Creative Track, BS (2022-2023)

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The following roadmap is a sample advising map to complete the degree program in four years. Please consult your [MyPlanner](#) and [major advisor](#) as you develop your individualized academic plan. Students must have completed 60+ units in order to enroll in SJSU Studies courses.

[Year 1](#) | [Year 2](#) | [Year 3](#) | [Year 4](#)

Year 1

Fall Semester (15 units)

- [ADV 91 - Introduction to Advertising](#) 3 unit(s)
- [GE Area A2](#) 3 unit(s)
- [GE Area B2/B3](#) 3 unit(s)
- [GE Area D](#) + [US123](#) 3 unit(s)
- University Elective - Lower or Upper Division 3 unit(s)

Spring Semester (14 units)

- [MCOM 70 - Visual Communication for Modern Media](#) 3 unit(s)
- [GE Area A1](#) 3 unit(s)
- [GE Area B4](#) 3 unit(s)
- [GE Area D](#) + [US123](#) 3 unit(s)
- Physical Education 1 unit(s)
- University Elective - Lower or Upper Division 1 unit(s)

Year 2

Fall Semester (16 units)

- [ENGL 71 - Creative Writing](#) 3 unit(s) (C2)
- [GE Area A3](#) 3 unit(s)
- [GE Area B1/B3](#) 3 unit(s)
- [GE Area C1](#) 3 unit(s)
- [GE Area E](#) 3 unit(s)
- Physical Education 1 unit(s)
- [Writing Skills Test \(WST\)](#) - Taken and Passed

Spring Semester (15 units)

- [ADV 95 - Working With Type](#) 3 unit(s)
- Art Elective 3 unit(s) *
- [GE Area C1 or C2](#) 3 unit(s)
- [GE Area E](#) 3 unit(s)
- University Elective - Lower or Upper Division 3 unit(s)

Year 3

Fall Semester (15 units)

- [MCOM 100W - Writing Workshop: Mass Communications](#) 3 unit(s) (WID)
- [ADV 121 - Strategic Planning /Communications](#) 3 unit(s)
- [MCOM 104 - Introduction to Mass Communications Research](#) 3 unit(s)
- [ADV 93 - Design Fundamentals for Advertising 1](#) 3 unit(s)
Note: ADV 93 is offered in Fall only.
- University Elective - Lower or Upper Division 3 unit(s)

Spring Semester (15 units)

- [ADV 124 - Copywriting](#) 3 unit(s)
- [MCOM 170 - Strategic Social Media & Digital Marketing](#) 3 unit(s)
- [ADV 94 - Design Fundamentals for Advertising 2](#) 3 unit(s)
Note: ADV 94 is offered in Spring only.
- JMC Elective 3 unit(s)
- [SJSU Studies Area R](#) 3 unit(s)
- Apply for the Agency
- [Apply to Graduate](#)

Year 4

Fall Semester (15 units)

- [MCOM 111 - Internship](#) 3 unit(s) *
- [ADV 128 - Integrated Marketing Communications \(IMC\)](#) 3 unit(s)
Note: ADV 128 will need an Add Code.
- [ADV 130 - Advertising Portfolio 1](#) 3 unit(s)
Note: ADV 130 is offered in Fall only.
- JMC Elective 3 unit(s)
- [SJSU Studies Area S](#) 3 unit(s)

Spring Semester (15 units)

- [ADV 129 - Advertising Campaign Planning and Management](#) 3 unit(s) *
- [ADV 131 - Advertising Portfolio 2](#) 3 unit(s)
Note: ADV 131 is offered in Spring only.
- [ADV 132 - UX UI Design for Advertising](#) 3 unit(s)
- [SJSU Studies Area V](#) 3 unit(s)
- University Elective - Lower or Upper Division 3 unit(s)

Roadmap Notes

All advertising majors must do a 240 hour internship after completing nine units of advertising classes. Approval is needed to sign up for [MCOM 111 - Internship](#) . This may also be done during the summer or winter sessions. [MCOM 180 - Independent Study](#) for one unit of credit can be taken any time. Students work directly with faculty in their major. [MCOM 180ITL - JMC International Experience](#) is required of all advertising majors entering the JMC School starting in Fall 2015. This requirement can be completed during any academic session of the year. See the [JMC School website](#) video tutorial and information on the wide variety of options for an international experience.

*[MCOM 199A](#) / [MCOM 199B](#) substitutes for [MCOM 111](#) and [ADV 129](#) by invitation.

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