**ON-LINE BULLETIN MAJOR PAGE**

**DEPARTMENT-SUBMISSION TEMPLATE (DRAFT)**

*Academic departments use this template to submit bulletin information for their major.* ***If no text for a heading or subheading is submitted, the heading/subheading will not populate the page.***

**QUICK POINTS**

**COLLEGE:**  *College of Journalism and Mass Communications*

**MAJOR:**  *Advertising*

**DEGREE:** *Bachelor of Journalism*

**MINIMUM GRADUATION HOURS REQUIRED:** *125*

**DEPARTMENT OFFERS A MINOR:**  *No*

**CHIEF ADVISER:** *Michael Goff*

**PAGE CONTENT**

**DESCRIPTION (CONTENT BOX HEADING):** *(Enter text describing major, degree, endorsement etc.)*

**Advertising**

The advertising major prepares students for careers in a wide variety of communication-related areas. Recent graduates have been placed in more than 20 states and several other countries in diverse advertising careers such as retail and corporate advertising and marketing, media sales, brand management, media planning, account management, research, public relations, media relations, special event planning, Internet communications, copywriting and layout and design.

The advertising faculty believes that a successful career must be built upon a solid foundation, an education that combines theory and practice. To achieve that end, the major offers courses in copywriting, layout, media planning, graphics, campaign development, research, management, and strategic communications. The curriculum is designed to emphasize strategy, planning and implementation in creative problem solving.

Much emphasis is placed on individual relationships between faculty and students, an interaction vital to a studentâs creative development. A faculty adviser also helps each student tailor an academic plan to meet his or her interests and needs.

In advertising and strategic communications classes, students often work with actual clients who present real-life problems. This experience gives students a professional perspective on problem-solving in many sectors including nonprofit, retail, small business and community organizations as well as large corporations. Students are encouraged to augment their academic experience with internships.

The faculty, with many professional contacts both locally and nationwide, actively help place students in jobs within the state and throughout the country. Students interested in majoring in advertising should contact the college office in 147 Andersen Hall.

**ADMISSION (CONTENT BOX HEADING):**

**NONE**

1. Program Admission: [Examples: requirements for admission to the department/major, requirements for admission into 3rd year curriculum, requirements for admission into the Teacher Education Program, GPA requirements, other]
2. Other: [Include any other admission requirements related to the **major**]

**MAJOR REQUIREMENTS (CONTENT BOX HEADING):**

* **Core Requirements (if applicable) NONE**
* **Specific Major Requirements**

Requirements for the Major in Advertising

The major is 35 hours in advertising

The courses required for a 35-hour major in advertising are as follows:

**ADVT** 251, 283, 333, 357, 460, 489

**JOUR** 101, 142, 486, 487; and 6 elective journalism hours

Students may complete two majors in the College of Journalism and Mass Communications by completing all requirements for each major; however, the second major in the college will not take the place of a 24-hour concentration

* **Tracks/Options/Concentrations/Emphases Requirements (if applicable)**

Three 12-hour concentrations or one 24-hour concentration and one 12-hour concentration. A specified minor may take the place of one 12-hour concentration. A major of 24 or more hours may take the place of a 24-hour concentration. Any of these options must be from outside the College of Journalism and Mass Communications.The concentration requirement must be fulfilled with at least 36 hours from outside the College of Journalism and Mass Communications. A 24-hour concentration could be satisfied by a major from another college. No grades less than a C will count toward a minor, or concentration.

##### Cross-listed Course Policy

The College of Journalism and Mass Communications recognizes cross-listed courses as equivalent for the purposes of degree requirements. However, a course taken under one department which is cross-listed cannot be applied in all the majors and minors affected by all the cross-listings of the course until at least 36 hours of course work has been recorded in the concentration requirement.

###### Fine and Performing Arts Concentration

Students in the College of Journalism and Mass Communications may complete a 24-hour interdisciplinary concentration in courses from the College of Fine and Performing Arts. This concentration would include classes in: 1) art and art history; 2) music; 3) theater and film; 4) dance.

Students would select courses from the following:

A. One 3-hour course from each of the four areas 12

B. Three hours of skills courses (performance or   
lessons) in one of the four areas 3

C. One 3-hour “capstone” course—a 498 course from one of the four areas 3

D. Two 3-hour courses in one of the four areas 6

Course options for students:

I. Art & Art History

AHIS 101. Art History Survey I

AHIS 102. Art History Survey II

DRAW 101. Drawing (non-majors)

CERM 131. Ceramics (non-majors)

PHOT 261. Photography *(only offered summers)*

Art Studio 200-level courses: Vis-Lit 140AB and 141AB, as a prerequisite

Art History 200-level courses: Prerequisite sophomore standing

Art History 300-level courses: Prerequisite AHIS 101 and AHIS 102

II. Theatre & Film

THEA 112G Intro To Theatre 3 cr

THEA 114 Basic Acting I 3 cr

THEA 201 Technical Theatre Practice 3 cr

THEA 234 Scripts in Performance 3 cr

THEA 335 History of Theatre I 3 cr

(prereq THEA 112G)

THEA 336 History of Theatre II 3 cr

(prereq THEA 112G)

III. Music

Academic Courses

MUNM 275 Music in Film 3 cr

MUNM 276G The Music Experience 3 cr

MUNM 287 History of Rock Music 3 cr

MUNM 387 History of American Jazz 3 cr

MUNM 289 Arts: 1945-Present 3 cr

Ensembles

MUNM 241 City Campus Choir 1 cr

MUNM 241 East Campus Choir 1 cr

MUNM 243 Varsity (men’s) Choir 1 cr

MUNM 245 University Singers 1 cr

MUNM 246 University (women’s) Chorale 1 cr

MUNM 247 Symphony Orchestra 1 cr

MUNM 248A Wind Ensemble 1 cr

MUNM 248B Symphonic Band 1 cr

MUNM 248E Marching Band 1 cr

MUNM 249 Chamber Singers 1 cr

MUNM 251 Big Red Singers 1 cr

MUNM 253A Jazz Ensemble 1 1 cr

MUNM 253B Jazz Ensemble 2 1 cr

MUNM 253E Jazz Vocal Ensemble 1 cr

IV. Dance

DANC 112 Modern Dance and Ballet I 3 cr

DANC 159 Introduction to the History of Dance 3 cr

* + **Minor Requirement (i.e. Indicate here if students pursuing this major are required to complete a minor and detail the requirement)**
  + **Electives**

Mike-I added this Students may need elective (free choice courses) to fulfill the minimum 125 semester hours required for the degree.

**ADDITIONAL MAJOR REQUIREMENTS/RULES**

**(CONTENT BOX HEADING):**

* + **Prerequisite Requirements/Rules NONE**
  + **Grade Rules (Pass/No Pass, Specific Grade Rules related to the major)**

No grades less than a C will count toward a major, a minor, or concentration.

Only a grade of C or better will be accepted toward a major in the college.

* **Course Level Requirement (300/400-Level Rules related to the major) NONE**
* **Extended Education, Independent Study Rules, Internship Credit Rules (related to the major) NONE**

**REQUIREMENTS FOR MINOR OFFERED BY DEPARTMENT***: (Enter requirements for minor)*

**OTHER: (Enter any other information that does not fit headings above. Please make section header suggestion too for the “other” information included).**