**Red=Means subheading**

**ADVERTISING**

**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*

**DESCRIPTION (CONTENT BOX HEADING):**

**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 student’s 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):**

**Admission to the College**

The entrance requirements for the College of Journalism and Mass Communications, beginning with the fall semester of 1997, are the same as the admission requirements for the University of Nebraska -- Lincoln.

These include:

* English (4 units)
* Mathematics (4 units)
* Social studies (3 units)
* Natural sciences (3 units), and
* Foreign language (2 units).

One unit equals one year of high school credit. Students with one deficiency, two deficiencies but not in the same category, or two deficiencies in foreign language who receive a Deferred Admission or Admission by Review, may be considered for admission to the college. Students who are admitted through the Admission by Review process with core course deficiencies will have certain conditions attached to their enrollment at UNL. Correct…*These conditions are explained under Admission to the University,****Removal of Deficiencies****. on page of this bulletin.* High school deficiencies must be removed during the first 30 credit hours of enrollment at UNL (60 hours for foreign language) or the first calendar year, whichever takes longer.

#### Readmission

A student who left the University not in good standing (below a 2.0 grade point average), may be readmitted in the Division of General Studies. Such a student would be eligible to reenter the College of Journalism and Mass Communications upon attaining a 2.0 cumulative GPA.

**Students from Other Colleges**

College of Journalism and Mass Communications courses will be restricted to College of Journalism and Mass Communications majors except where stipulated differently. Students from colleges and departments with a written agreement with the College of Journalism and Mass Communications will be exempt from this policy. Permission may be granted by the dean of the College of Journalism and Mass Communications in special circumstances following the directives provided by the faculty in these matters.

**ESL Students**

Applicants who speak English as a second language and plan to major in advertising, broadcasting or news-editorial must present a TOEFL score of 600 or higher. Test of Spoken English) exam: There is no TSE requirement in advertising.

**Admission Deficiency Information**

Students are encouraged to enroll in natural science courses (with lab) and foreign language courses during their freshman year. **The college’s policy regarding acceptance of credit for courses taken to remove admission deficiencies is that those credit hours will count toward elective credit but will not count toward the college’s ACE or distribution requirements.**

**Admission GPA**

Any student transferring into the college must have at least a 2.0 GPA. A student with 12 or more hours of college credit must have at least a 2.0 GPA to be admitted or readmitted to the College of Journalism and Mass Communications.

**Major Requirements**

**Specific Major Requirements**

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**

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

**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**

**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.

**COLLEGE DEGREE REQUIREMENTS (CONTENT BOX HEADING):**

**College General Education Requirements**

To graduate with a bachelor of journalism degree, students must complete requirements from the following areas: the University ACE requirements, the College of Journalism and Mass Communications Distribution Requirements, the requirements for a major offered by the college, and the non-major requirements that are specific to the college.

##### College Distribution Requirements (19 credits + Foreign Language)

The College distribution requirements (CDR) are designed to further the purposes of liberal education by encouraging study in several different areas. Courses satisfying these requirements may impart specialized knowledge or broadly connect the subject matter to other areas of knowledge.

All requirements are in addition to University ACE requirements. A student may not use a single course to satisfy more than one of the five College distribution requirements. A student cannot use a single course to satisfy both an ACE outcome and a College distribution requirement. Independent study courses and internships cannot be used to satisfy distribution requirements.

The five College Distribution Requirements are as follows:

1. Written Communication: 3 hours

To be selected from courses approved for ACE outcome 1.

2. Natural, Physical and Mathematical Sciences: 7 hours

From two different departments, including at least one lab science course from the natural or physical sciences. Lab courses may be selected from biochemistry, biological sciences, chemistry, geosciences, physics and astronomy, geography, and anthropology\*. All other courses select from: biochemistry, biological sciences, chemistry, computer science and engineering, geosciences, mathematics, physics and astronomy, and statistics.

\* *see degree audit for approved geography and anthropology lab courses*

3. Humanities: 6 hours

From two different departments, select from classics\*, English, history, modern languages and literatures\*, philosophy, and religious studies.\*

\**language courses numbered 210 or below apply only for the Foreign Language requirement*

4. Social Sciences: 3 hours

Select from anthropology, communication studies, geography, political science, psychology, or sociology.

5. Languages Classical and Modern: 0-6 hours

Fulfilled by the completion of 6 credit hours at the 200 level or above in a single foreign language in one of the following departments: classics and religious studies, modern languages and literatures, or anthropology. Instruction is currently available in Biblical Hebrew, Chinese, Czech, French, German, Greek, Japanese, Latin, Omaha, Russian, and Spanish. A student who has completed the fourth-year level of one foreign language in high school is exempt from the languages requirement.

###### Options for completion of language requirement:

1. Regular four-semester sequence: 101, 102, 201, and 202 (5, 5, 3, 3 hours for a total of 16)

2. Three-semester sequence: 101, 102, and 210 (5, 5, 6 hours for a total of 16)

3. 101, 102 fall and spring semesters; 201, 202 summer sessions (5, 5, 3, 3 hours for a total of 16). This and the option below constitute the only possibilities to finish the complete requirement in one year.

4. (For Spanish) 101, 102 at UNL; 201, 202 at Monterrey Summer Institute (6 hours). (5, 5, 6 hours for a total of 16.) One six-week summer session (1st summer session). See modern languages non-majors adviser for information and application.

5. Students who have taken 3 years or fewer of a foreign language in high school should contact the modern languages and literatures department for recommended placement.

A student who achieves a specified scaled score in the College Level Examination Program (CLEP) subject exam in French, German and Spanish, levels 1 and 2, may be exempted from the language requirement and may also receive credit for the fourth semester course in the language. Students wishing to exercise this option must receive permission from the dean of the College of Journalism and Mass Communications.

A transfer student with 11 or 12 semester hours of accepted credit in a single foreign language has two choices: a) to complete 201 and 202 in the same language; or b) to enroll in 202 with permission of the chair of the Department of Modern Languages and Literatures.

A student from a foreign country who has demonstrated acceptable proficiency in his or her native language (other than English) is exempted from the Group J requirement without credit toward the degree. U.S. citizens who present acceptable evidence that their second language is English are exempted from the language requirement without credit toward the degree. All such students should see the dean of the College of Journalism and Mass Communications for this exemption.

###### Specific Non-Major Requirements

The College of Journalism and Mass Communications requires all students to complete the following specific course requirements. Many of these may also count toward ACE outcomes or toward distribution requirements:

A. Two writing courses—one for ACE outcome 1 and one for the Distribution Requirement Area 1. One of the two must be from English courses shown for ACE outcome 1.

B. Three hours from political science—this counts for Distribution Requirement Area 4.

C. Six hours from economics. These will also count toward ACE outcomes 6 and 8.

D. Nine hours from history—one course for ACE outcome 5, one for Distribution Requirement Area 3, and possibly one for ACE outcome 9.

E. Nine hours from a humanities department or departments other than history. See ACE outcomes 5 and 9.

F. A total of 65 hours selected from the traditional liberal arts departments. See the degree audit for a list of these departments.

G. A total of 80 hours from outside the college.

H. 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.

I. Thirty of the 125 (or 130) semester hours of credit must be in courses numbered above 299. **NOTE:** ALEC 397E and ALEC 397K do not count toward these 30 hours.

**Minimum Hours Required for Graduation**

A minimum of 125 semester hours of credit is required for graduation from the College of Journalism and Mass Communications.

Students who enter the college with fewer than two units of a single foreign language from high school are required to take 130 semester hours as a minimum for the bachelor of journalism degree.

Candidates for the bachelor of journalism degree must abide by the Accrediting Council on Education in Journalism and Mass Communication accrediting guidelines which require that 80 semester hours of credit be completed in courses outside the College of Journalism and Mass Communications. Sixty-five (65) of the 80 hours must be taken in subjects listed as traditional liberal arts and sciences by the university. See the degree audit for a list of the areas currently considered liberal arts. Students graduating with 125 hours can take no more than 45 hours in the College of Journalism and Mass Communications. Students needing 130 hours to graduate can take no more than 50 hours in College of Journalism and Mass Communication courses. Students wanting to take more than 45 or 50 hours in the college should note that any hours over the 45 or 50 hour limit will be in addition to the hours required to graduate.

**Grade Rules**

* + ***C- and D Grades***

The college will accept no more than 15 semester hours of grades less than a C from any program outside the University of Nebraska system. No grades less than a C will count toward a major, a minor, or concentration.

* + ***Pass/No Pass Limits***

Pass/No Pass Privilege

All courses in the College of Journalism and Mass Communications must be taken for grade only. No journalism course may be taken Pass/No Pass. This applies to both majors and non-majors.

The Pass/No Pass (P/N) option is designed to be used by students seeking to expand their intellectual horizons by taking courses in areas where they may have minimum preparation without adversely affecting a student’s grade point average.

1. Neither a P (pass) nor an N (no pass) contributes to a student’s GPA.

2. P (pass) is interpreted to mean a grade of C or better. A student who earns a C- or lower will receive a grade of N.

3. After eight weeks, a student registered for P/N cannot change to a grade registration unless the P/N registration is in conflict with a professor, department, college, or university policy governing P/N.

4. P/N is not available to students on academic probation unless the course is offered only that way.

5. For undergraduates, the 24-hour college limit shall apply. This limit does not include courses offered on a Pass/No Pass only basis or AP credit. This limit does apply to transfer courses from UNO, UNK, UNMC, and other institutions. It also applies to ES/IS courses.

6. P/N hours can count toward fulfillment of group requirements, including concentrations, up to the 24 credit hour maximum. No journalism major may take a journalism course Pass/No Pass.

7. Students may change to Pass/No Pass until the eighth week (one-half course completion) if the P/N registration is not in conflict with a professor, department, college or university policy governing the P/N option. Changing from graded to P/N or from P/N to graded can be completed on WAM! or by filing a drop/add form with the Office of Registration and Records, 107 Canfield Administration Building, and needs no instructor’s approval.

* + ***GPA Requirements***

No grades below a C count toward the major, a minor or a concentration. The college will accept no more than 15 semester hours of grades less than a C from any program outside the University of Nebraska system. No grades less than a C will count toward a major, a minor, or concentration.

**Transfer Credit**

The goal of the following policy is to ensure that students from other campuses meet the same standards required of students who take all their courses at the University of Nebraska—Lincoln’s College of Journalism and Mass Communications.

The college will accept no more than 15 semester hours of grades less than a C from any program outside the University of Nebraska system. No grades less than a C will count toward a major, a minor, or concentration.

The college will accept up to 6 hours in journalism and mass communications courses taken at institutions that do not have an accredited journalism and mass communications program. Students must take the remainder of the required hours in journalism courses on campus at the University of Nebraska—Lincoln. In advertising, these courses must include 460 and 489 and in broadcasting, 370 and 372 or 360 and 362. In news-editorial, the courses must include 302 and one selected from the following: NEWS 303, 404, or a 400-level writing course. Students from ACEJMC-accredited programs may request equivalency reviews of the required courses at those schools. Degree candidates must accumulate 80 credit hours of non-journalism classes, 65 of those in disciplines listed as liberal arts.

Credit for courses taken at foreign universities and colleges will be transferred only after evaluation by the appropriate professor in the major. This evaluation may include examination of the student over subject matter studied at the foreign institution.

Normally, credit is not given for pre-university work. In some instances, it may be possible to receive credit through satisfactory examination.

**Course Level Requirements**

Thirty of the 125 (or 130) semester hours of credit must be in courses numbered above 299. Thirty of the 125 (or 130)

semester hours of credit must be in courses numbered above 299. **NOTE:** ALEC 397E and ALEC 397K do not count toward

these 30 hours.

**Residency**

At least 30 of the last 36 hours of credit needed for the degree must be registered for and completed while the student is enrolled in the University of Nebraska–Lincoln. This means the last year of the student’s work must be spent in residence. Open enrollment and summer reading courses do not count toward residence. A maximum of 30 hours of open enrollment and summer reading courses at UNL may be applied toward a degree from the College of Journalism and Mass Communications.

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

*All students must fulfill the Achievement Centered Education (ACE) requirements. College specific information may be found under the College General Education Requirements heading. Information about the ACE program may be viewed at* [*ace.unl.edu*](ace.unl.edu)*.*

**Other**

***Credit by Examination***

Through study or experience that parallels a University of Nebraska-Lincoln course, a regularly enrolled university student may feel prepared to pass an examination on the course content for course credit. To apply for credit, a student should:

1. Pick up a credit-by-examination form at the Information Window, Office of Registration and Records, 107 Canfield Administration Building;

2. Secure the approval signature of the dean of the college;

3. Have the Credentials Office verify that he or she is currently enrolled;

4. Secure the Bursarâs Receipt for Payment of the examination fee; and

5. Present the completed form to the instructor designated by the dean’s office.

The instructor will then give the examination and report the results to the Office of Registration and Records through the dean of the college. A student is not permitted to receive credit by examination in a course that is a prerequisite for one in which he or she already has received credit.

The College of Journalism and Mass Communications also gives credit for the subject and general examinations of the College Level Examination Program (CLEP) administered by the College Entrance Examination Board. Inquire in 107 Canfield Administration Building for the current policy regarding CLEP examinations.

**Bulletin to Follow:**

Students who left the university in good standing may be readmitted in the College of Journalism and Mass Communications, and they may choose the bulletin under which they wish to graduate according to the following guidelines:

1. Students must fulfill the requirements stated in the Undergraduate Bulletin for the year they enter the College of Journalism and Mass Communications or in any subsequent bulletin published while they are enrolled in the college.

2. A student must, however, meet the requirements from one bulletin only rather than choosing a portion from one bulletin and the remainder from another.

3. No returning student may use a bulletin that is 10 years old or older. In addition, any student seeking graduation credit for a College of Journalism and Mass Communications course taken more than 10 years prior to graduation must demonstrate mastery of the material currently included in that course at the proficiency level satisfactory to the college’s advisory committee and one or more faculty members qualified to teach the course in question. Students unable to demonstrate satisfactory mastery of the course material will be required to repeat the original course or a corresponding contemporary course designated by the college’s advisory committee, if the original course is no longer offered.