

**SAMPLE COURSE PLAN FOR  
JOURNALISM MAJOR (ADVERTISING EMPHASIS) WITH  
BACHELOR OF ARTS DEGREE**

**FIRST YEAR**

FIRST SEMESTER			SECOND SEMESTER		
Subj/Course	Title	Credits	Subj/Course	Title	Credits
GEN ED	Composition/WBIS	3	JOURN 141	Introduction to Mass Communication (Core Course)	3
GEN ED	PBIS (Math)	3	GEN ED	(NS) Natural Science	4
GEN ED	(HU) Humanities-Foreign Language	4	GEN ED	(HU) Humanities-Foreign Language	4
GEN ED	Physical Education 105	2	GEN ED	Communication 111	3
GEN ED	(HU) Humanities-Choice	3			
TOTAL		15	TOTAL		14

**SECOND YEAR**

FIRST SEMESTER			SECOND SEMESTER		
Subj/Course	Title	Credits	Subj/Course	Title	Credits
JOURN 221	Writing for the Media (Core Course)	3	JOURN 250	Principles of Advertising (Recommended Distribution Course)	3
GEN ED	(NS) Natural Science	4	JOURN 224	Editing (Core Course)	3
GEN ED	(HU) Humanities-Foreign Language	3	POLI SCI 105	American Government (SS) (Major Core Course)	3
HIST 202	U.S. History Since 1877 (SS) (Major Core Course)	3	GEN ED	(HU) Humanities-Foreign Language	3
AF AM ST 100	Introduction to African American Studies (ES) (HU) (Recommended Major Elective Course)	3	GEN ED	(HU) Humanities-Literature	3
TOTAL		16	TOTAL		15

**THIRD YEAR**

FIRST SEMESTER			SECOND SEMESTER		
Subj/Course	Title	Credits	Subj/Course	Title	Credits
JOURN 351	Ad Copy, Layout, and Production (Recommended Emphasis Course)	3	JOURN 451	Online Publishing (Recommended Elective Course)	3
JOURN 353	Advertising Media (Recommended Emphasis Course)	3	JOURN 211	Principles of Public Relations (Recommended Distribution Course)	3
ECON 204	Principles of Macroeconomics (SS) (Recommended Major Elective Course)	3	GEN ED	Advanced Composition (Upper Level)	3
GEN ED	(HU) Humanities- Philosophy/Religious Studies	3	GEN ED	(SS) Social Science-Choice	3
COMP SCI 125	Web Site Development (Major Core Course)	3	GEN ED	(HU) Humanities-Fine Arts	3
TOTAL		15	TOTAL		15

**FOURTH YEAR**

FIRST SEMESTER			SECOND SEMESTER		
Subj/Course	Title	Credits	Subj/Course	Title	Credits
JOURN 312	Media Ethics (Recommended Distribution Course)	3	JOURN 412	Law of Mass Communication (Core Course)	3
JOURN 472	Research in Strategic Communication (Recommended Elective Course)	3	JOURN 424	Strategic Campaigns in Advertising (Recommended Emphasis Course)	3
ANTH 232	Cultural Anthropology (NW) (SS) (Recommended Major Elective Course)	3		Upper Level Elective	3
	Upper Level Elective	3		Upper Level Elective	3
	Upper Level Elective	3		Elective	3
TOTAL		15	TOTAL		15

This is a sample schedule that is not intended to substitute for academic advising. For information about other options, students are strongly urged to consult with an academic advisor.

\*A minimum of 120 credits are required to earn a Bachelor's degree at UW Oshkosh of which at least 35 credits must be at the upper level (300-400#), 42 upper-level credits are required for education majors.

\*This course plan assumes no remedial course work is required

\*This course plan assumes student meets all course prerequisites and program requirements to progress in the major (ie: GPA, etc.)

\*Students are strongly urged to consult with an academic advisor to learn about non-course requirements (ie: portfolios, tests, internships, etc.)

\*Students can choose either the Bachelor of Arts (BA) or Bachelor of Science (BS) degree for this major