

# JOURNALISM - ADVERTISING EMPHASIS REQUIREMENTS (BA/BS)

Code	Title	Units
<b>Major Requirements - 36 units</b> <sup>1,2,3</sup>		
COMM 275	AD & PR RESEARCH LITERACY	3
JOURNLSM 220	ADVERTISING FOUNDATIONS	3
JOURNLSM 241	ADVERTISING COPYWRITING	3
JOURNLSM 309	MEDIA ETHICS	3
JOURNLSM 320	ADVANCED COPYWRITING AND LAYOUT	3
JOURNLSM 322	ADVERTISING MEDIA PLANNING AND BUYING	3
JOURNLSM 364	ADVERTISING AND PUBLIC RELATIONS ACCOUNT MANAGMENT	3
JOURNLSM 423	ADVERTISING CAMPAIGNS	3
<b>Select 3 units from:</b>		<b>3</b>
COMM 345	PERSUASION	
COMM 422	COMMUNICATION THEORIES	
JOURNLSM 420	LAW OF MASS COMMUNICATION	
JOURNLSM 430	COMMUNICATION AND PUBLIC OPINION	
<b>Select 3 units from:</b>		<b>3</b>
COMM 322	LISTENING BEHAVIOR	
COMM 326	COMMUNICATION AND GENDER	
COMM 327	CORPORATE COMMUNICATION FOUNDATIONS	
COMM 328	MANAGING CONFLICT	
COMM 363	HEALTH COMMUNICATION FOUNDATIONS	
COMM 424	CROSS CULTURAL COMMUNICATION	
COMM 440	NEW COMMUNICATION TECHNOLOGIES	
JOURNLSM 431	MASS COMMUNICATION IN SOCIETY	
JOURNLSM 491	TRAVEL STUDY	
<b>Select 6 units from:</b>		<b>6</b>
COMM 202	PUBLIC RELATIONS PRINCIPLES	
COMM 238	VIDEO PRODUCTION I: FUNDAMENTALS OF VIDEO	
COMM 240	SPEAKING FOR SUCCESS	
COMM 276	EVENT PLANNING FOR COMMUNICATION PROFESSIONALS	
COMM 285	SOCIAL MEDIA OPTIMIZATION & THE NEW WEB	
COMM 485	COMMUNICATION RESEARCH METHODS	
JOURNLSM 248	PUBLICATION LAYOUT	
JOURNLSM 303	FEATURE WRITING	
JOURNLSM 310	PUBLICATION PHOTOGRAPHY	
JOURNLSM 425	ADVANCED ADVERTISING CREATIVE	
JOURNLSM 493A	INTERNSHIP ADVERTISING	
JOURNLSM 496	SPECIAL STUDIES	
JOURNLSM 498	INDEPENDENT STUDY	

MAGD 150	INTRODUCTION TO MEDIA ARTS AND GAME DEVELOPMENT	
<b>Total Units</b>		<b>36</b>
<b>Code</b>	<b>Title</b>	<b>Units</b>
<b>Writing Requirement</b>		
<b>Student must earn a C or better in one of the courses listed below (or an approved substitute):</b>		
JOURNLSM 241	ADVERTISING COPYWRITING	
JOURNLSM 309	MEDIA ETHICS	

<sup>1</sup> Exit Survey to be completed prior to graduation.  
<sup>2</sup> A minor is required for this major.  
<sup>3</sup> A minimum of 2.25 GPA is required in the major for graduation.