

AD/PR ADVERTISING

REQUIREMENTS

CORE CURRICULUM The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Sem Crit Thinking	3	_____
_____	Critical Thinking	3	_____
_____	Critical Thinking	3	_____
Additional University Requirements			
_____	Writing Intensive	3	_____
_____	Writing Intensive	3	_____
_____	International or Multicultural	3	_____
JMC 439	Capstone	3	_____

CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
CMM 103	Fund Speech-Communication	3	_____
_____	Core II Mathematics	3	_____
_____	Core II Natural/Physical Science	4	_____
_____	Core II Humanities	3	_____
_____	Core II Social Science	3	_____
_____	Core II Fine Arts	3	_____

MAJOR REQUIREMENTS

All Advertising/Public Relations Majors are required to take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
_____	Modern Language	3	_____	JMC 101	Media Literacy	3	_____
_____	Modern Language	3	_____	JMC 102	Media Toolbox	3	_____
_____	Cultural (ANT 201, SOC 200 or GEO 100)	3	_____	JMC 103	Language Use for Media	1	_____
_____	Multicultural	3	_____	JMC 241	Media Design	3	_____
_____	International (not JMC 436)	3	_____	JMC 260	Digital Imaging for JMC	3	_____
_____	History Elective (M/I)	3	_____	JMC 345	Mass Comm. Law and Ethics	3	_____
_____	Literature Elective	3	_____	JMC 361	Digital Presence	3	_____
_____	Literature Elective	3	_____	JMC	Internship/Practicum	3	_____
				470/490			

AREA OF EMPHASIS SPECIFIC

Majors who wish to pursue an Area of Emphasis Advertising must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
JMC 330	AD/PR Principles and Ethics	3	_____	_____	JMC 300/400 Elective	3	_____
JMC 380	AD/PR & Continuity Writing	3	_____	MGT 100	Introduction to Business	3	_____
JMC 383	Content Creation	3	_____	MKT 340	Principles of Marketing	3	_____
JMC 408	Research and Analytics	3	_____	_____	Non-JMC elective	3	_____
JMC 439	AD/PR Campaigns	3	_____	_____	Non-JMC elective	3	_____
_____	JMC 300/400 Elective	3	_____	_____	Non-JMC elective	3	_____
JMC 415	Content Strategy	3	_____	_____	Non-JMC elective	3	_____
JMC 424	Media Strategy	3	_____				

MAJOR INFORMATION

- All journalism and mass communications majors must pass a language proficiency exam before admission to any JMC courses at the 300/400 level. The language proficiency requirement may also be met by completing JMC 100 with a C or better OR by completing JMC 103 with a C or better. ACT verbal scores of 30 or better or SAT verbal scores of 650 or better may be used in place of the exam.
- No more than 4 hours of non-JMC electives may be completed in PEL.
- All SOJMC majors must complete 3 credit hours of internship. Ideally, internships should be completed during the summer between the junior and senior years. To ensure your work is properly credited, you must work through the internship director.
 - Submit a complete internship application.
 - Secure approval of the employment or other work.
 - Get permission to enroll in JMC 490, 491 or 470.
- Maintain weekly contact, attend scheduled meetings and submit a final report and a portfolio.

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

AD/PR ADVERTISING

Careers in journalism and mass communications are increasingly multilayered as technology and new media outlets spur fresh job titles and responsibilities in social media, web management, multimedia, video production, and data analysis in addition to traditional positions. Majors in SOJMC are configured to reflect new realities of the industry, provide a foundation for all JMC fields that then fan into specializations. This emphasis prepares students to create ads, plan and execute media buys, and complete campaigns. Advertising trains students for agency positions but many graduates work for small businesses, corporations and their own enterprises. Students will learn how to publicize products and services for companies and organizations by employing skills in writing, designing and planning.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	FYS 100	First Year Sem Crit Thinking	3	_____	_____	Core II Mathematics	3	_____
	JMC 101	Media Literacy	3	_____	JMC 102	Media Toolbox	3	_____
	JMC 103	Language Use for Media	1	_____	JMC 241	Media Design	3	_____
	CMM 103	Fundamentals of Speech	3	_____	_____	Core I Critical Thinking	3	_____
	ENG 101	Beginning Composition	3	_____	_____	Core II Social Science	3	_____
	_____	Core II Fine Arts	3	_____				
	UNI 100	Freshman First Class	1	_____				
	TOTAL HOURS			17	TOTAL HOURS			15
	Summer Term (optional):							

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	JMC 330	AD/PR Principles and Ethics	3	_____	JMC 260	Digital Imaging for JMC	3	_____
	JMC 380	AD/PR & Continuity Writing	3	_____	_____	ANT 201 or SOC 200 or GEO 100	3	_____
	ENG 201	Advanced Composition	3	_____	_____	Core II Humanities (WI)	3	_____
	_____	Core I Critical Thinking	3	_____	_____	Literature Elective	3	_____
	_____	Core II Physical/Natural Science	4	_____	_____	History Elective (M/I)	3	_____
	TOTAL HOURS			16	TOTAL HOURS			15
	Summer Term (optional):							

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	JMC 383	Content Creation	3	_____	JMC 424	Media Strategy	3	_____
	JMC 408	Research and Analytics	3	_____	_____	JMC 300/400 Elective	3	_____
	MGT 100	Introduction to Business	3	_____	MKT 340	Principles of Marketing	3	_____
	_____	Literature Elective (WI)	4	_____	_____	Multicultural	3	_____
	_____	Any Modern Language	3	_____	_____	Any Modern Language	3	_____
	TOTAL HOURS			15	TOTAL HOURS			15
	Summer Term (optional): JMC 490 recommended summer between semesters 6 & 7 (3 hours)							

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	JMC 361	Digital Presence	3	_____	JMC 345	Mass Communications Law & Ethics	3	_____
	JMC 415	Content Strategy	3	_____	JMC 439	AD/PR Campaigns	3	_____
	_____	JMC 300/400 Elective	3	_____	_____	International (not JMC 436)	3	_____
	_____	Non-JMC Elective	4	_____	_____	Non-JMC 300/400 Elective	3	_____
	_____	Non-JMC Elective	2	_____				
	TOTAL HOURS			14	TOTAL HOURS			12
	Summer Term (optional):							

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

● General Education Requirement ■ College Requirement ◆ Major Requirement ◆ Area of Emphasis

ADVERTISING — 2019-2020

INVOLVEMENT OPPORTUNITIES

- American Advertising Federation (AAF)
- WMUL FM 88.1
- The Parthenon
- SGA
- Campus Activity Board
- Seven Arrow
- American Marketing Association
- Collegiate Entrepreneurs
- JMELI
- Political Organizations
- Club Sports
- Photography Club
- DECA

RELATED MAJORS

- Marketing
- Graphic Design
- English
- Psychology
- Communication Studies
- Political Science

GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.25 or higher;
- Have an overall Grade Point Average of 2.25 or higher in the major area of study;
- 48 credit hours in JMC
- 72 credit hours of non-JMC
- at least 42 hours of 300/400 level courses
- at least a "C" or better in all required JMC
- submit a graduation portfolio
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

YEAR ONE



Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: www.marshall.edu/fam



Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.



In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!



Volunteer at the radio station, WMUL FM 88.1, or work with the student daily, The Parthenon. They're solid media experience for any major.



Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.



Take an elective course that links diversity to your field of study.



Join the American Advertising Federation, or "Ad Club," and network with professionals, work on local ad jobs, and get a peek at the capstone project.

YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.



Submit your work for the annual American Advertising Federation ADDY, Hearst, and other awards.



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Your degree requires an internship. Start planning now! Meet with your advisor to discuss your internship options.



Talk to your advisor about the self-paced Google Ad Words Certification program.



Networking is key! Attend a Career Expo to seek employment opportunities and network with employers in your field.



Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.

YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.



Attend an intercultural festival or event on campus or in town.



Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.



Volunteer at the radio station, WMUL FM 88.1, or work with the student daily, The Parthenon. They're solid media experience for any major.



Submit your work for the annual American Advertising Federation ADDY, Hearst, and other awards.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

YEAR FOUR



This is it! Are you on track to graduate? Meet with your advisor for your Senior Eval to see what requirements you have left.



Want to continue your education and increase your opportunities? Talk to a faculty member about whether graduate school fits your career.



Submit your work for the annual American Advertising Federation ADDY, Hearst, and other awards.



Develop relationships with professors who can serve as future references by attending their office hours.



Collect the artifacts you'll need for your graduation portfolio.



Study for the GRE.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Creativity
- Attention to Detail
- Design Sense
- Imagination
- Open-Mindedness
- Curiosity
- Organization
- Problem Solving
- Analysis
- Planning

ASSOCIATED CAREERS

- Account Manager
- Account Planner
- Administration
- Research
- Product Analysis
- Marketing and Promotions
- Art Director
- Content Creation
- Copywriter
- Graphic Designer
- Media Planner
- Social Media Director
- Web Developer
- Sales
- Creative Director
- Agency Owner

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.



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