

# 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](http://marshall.edu/gened).

#### CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Seminar	3	_____
_____	Critical Thinking	3	_____
_____	Critical Thinking	3	_____
<b>Additional University Requirements</b>			
_____	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	_____
JMC 101	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	3	_____	JMC 345	Mass Comm. Law and Ethics	3	_____
_____	Literature Elective	3	_____	JMC 361	Digital Presence	3	_____
_____	Literature Elective	3	_____	JMC	Internship/Practicum	1-4	_____
				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	_____	_____	JMC 300/400 Elective	3	_____
JMC 383	Content Creation	3	_____	MKT 340	Principles of Marketing	3	_____
JMC 408	Research and Analytics	3	_____	_____	Any Additional Business Course	3	_____
JMC 439	AD-PR Campaign Management	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.

 General Education Requirement  
 College Requirement  
 Major Requirement  
 Area of Emphasis

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.

	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
YEAR ONE	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	_____				
	<b>TOTAL HOURS</b>		<b>17</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
YEAR TWO	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	_____	_____	Writing Intensive	● 3	_____
	_____	Core I Critical Thinking	● 3	_____	_____	Literature Elective	◆ 3	_____
	_____	Core II Physical/Natural Science	● 4	_____	_____	History Elective	●◆ 3	_____
	<b>TOTAL HOURS</b>		<b>16</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

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

	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
YEAR FOUR	JMC 361	Digital Presence	◆ 3	_____	JMC 345	Mass Communications Law & Ethics	◆ 3	_____
	JMC 415	Content Strategy	◆ 3	_____	JMC 439	AD-PR Campaign Management	●◆ 3	_____
	_____	JMC 300/400 Elective	◆ 3	_____	_____	International (not JMC 436)	◆ 3	_____
	_____	Non-JMC Elective	3	_____	_____	Non-JMC Elective	3	_____
	JMC 470/490	Internship/Practicum (if not taken during summer)	◆ 3	_____				
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>12</b>	
	Summer Term (optional):							

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

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.