

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 Seminar | 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 | _____ |
| 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 | _____ | _____ | Elective | 3 | _____ |
| JMC 415 | Content Strategy | 3 | _____ | _____ | 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 | _____ | _____ | Writing Intensive | 3 | _____ |
| | _____ | Core I Critical Thinking | 3 | _____ | _____ | Literature Elective | 3 | _____ |
| | _____ | Core II Physical/Natural Science | 4 | _____ | _____ | History Elective | 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 | _____ |
| | _____ | 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 | _____ |
| | 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 Campaign Management | 3 | _____ |
| | _____ | JMC 300/400 Elective | 3 | _____ | _____ | International (not JMC 436) | 3 | _____ |
| | _____ | Elective | 3 | _____ | _____ | Elective | 3 | _____ |
| | JMC 470/490 | Internship/Practicum (if not taken during summer) | 3 | _____ | | | | |
| | TOTAL HOURS | | | 15 | 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 — 2023-2024

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;
- 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.



Sign up for Handshake! Handshake is the #1 place to launch a career with no connections, experience, or luck required. The platform connects up-and-coming talent with 650,000+ employers.



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 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 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.

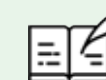


Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.

YEAR 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
- Writing
- 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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