

Bachelor of Science in Mass Communication

Major: **ADVERTISING**

NAME: \_\_\_\_\_ PANTHER ID #: \_\_\_\_\_

|  |                             |
|--|-----------------------------|
| Undergrad Reqs*= 60 earned credits, 3.0 cumulative GPA, MMC 3003 | GL = GLOBAL LEARNING COURSE |
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| 2.75 minimum GPA is a graduation requirement for SJMC/MAJOR SPECIFIC sections below. | A grade of "C" or better is required in all courses listed below. |
|--|---|

| SCJ REQUIREMENTS (15 credits) |       |   | Credit | Semester Completed | Grade |
|-------------------------------|-------|---|--------|--------------------|-------|
| MMC                           | 3003  | MASS COMMUNICATION ORIENTATION  | 0      |                    |       |
| MMC                           | 3104C | WRITING STRATEGIES FOR REACHING A MASS AUDIENCE (Prereq: Passing score on the Language Skills Test) | 3      |                    |       |
| MMC                           | 3303  | GLOBAL MEDIA AND SOCIETY – GL (formerly MMC 3602)   | 3      |                    |       |
| MMC                           | 4200  | MASS COMMUNICATION LAW AND ETHICS   | 3      |                    |       |
| VIC                           | 3400  | VISUAL DESIGN FOR GLOBALIZED MEDIA – GL (formerly VIC 3002)   | 3      |                    |       |
| RTV                           | 3531  | MULTIMEDIA PRODUCTION (formerly RTV 3260) (Prereq: MMC 3104C, VIC 3400, Undergrad Reqs*)            | 3      |                    |       |

| MAJOR SPECIFIC REQUIREMENTS – PART 1 (18 credits) |      |   | Credit | Semester Completed | Grade |
|---|------|---|--------|--------------------|-------|
| ADV   | 3008 | PRINCIPLES OF ADVERTISING (formerly ADV 3000)   | 3      |                    |       |
| PUR   | 3000 | PRINCIPLES OF PUBLIC RELATIONS  | 3      |                    |       |
| ADV   | 3200 | CREATIVE CONCEPTS (Prereq: MMC 3104C, Undergrad Reqs*)                                    | 3      |                    |       |
| MMC   | 4609 | INTEGRATED COMMUNICATION RESEARCH STRATEGY (Prereq: MMC 3104C, ADV 3008, Undergrad Reqs*) | 3      |                    |       |

**SELECT ONE TRACK:**

| CREATIVE TRACK |      |  |   |  |  |
|----------------|------|--|---|--|--|
| ADV            | 4101 | ADVANCED CONCEPTS IN ADVERTISING COPY AND DESIGN<br>(Prereq: ADV 3200 [Grade of "B" or better ], MMC 3104C, ADV 3008, Undergrad Reqs*) | 3 |  |  |
| ADV            | 4711 | ADVANCED CREATIVITY: PORTFOLIO WORKSHOP  | 3 |  |  |

| ACCOUNT MANAGEMENT TRACK |      |   |   |  |  |
|--------------------------|------|---|---|--|--|
| ADV                      | 4300 | MEDIA PLANNING (Prereq: MMC 3104C, ADV 3008, Undergrad Reqs*) | 3 |  |  |
| ADV                      | 4601 | ACCOUNT PLANNING (Prereq: ADV 3200)                           | 3 |  |  |

| MAJOR SPECIFIC REQUIREMENTS – PART 2 (6 credits) |      |   | Credit | Semester Completed | Grade |
|--|------|---|--------|--------------------|-------|
| PUR  | 4101 | DIGITAL EDITING & DESIGN<br>(Prereq: MMC 3104C, PUR 3000, Undergrad Reqs*)  | 3      |                    |       |
| MMC  | 4410 | INTEGRATED COMMUNICATIONS CAMPAIGNS [CAPSTONE] (Prereq: MMC 3303, MMC 4200, RTV 3531, ADV 3008, PUR 3000, ADV 3200, MMC 4609, ADV 4711 or ADV 4601, Undergrad Reqs*)<br>(Coreq: MMC 4936, ADV 4101, ADV 4300) | 3      |                    |       |

| DEPARTMENTAL ELECTIVES (6 credits) Please select 2 courses from the list below. |          |          | Credit   | Semester Completed | Grade             |          |   |  |  |
|---|----------|----------|----------|--------------------|-------------------|----------|---|--|--|
| Please check course catalog for possible prerequisite requirements              |          |          |          |                    |                   |          |   |  |  |
|   | ADV 4201 | ADV4323  | DIG 3110 | MMC 4304           | MMC 4936          | MMC 4945 |   |  |  |
|   | ADV 4322 | DIG 3001 | DIG 4800 | MMC 4631           | MMC 4936 (Abroad) | PUR 4940 |   |  |  |
|   |          |          |          |                    |                   |          | 3 |  |  |
|   |          |          |          |                    |                   |          | 3 |  |  |

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|---|---|
| 2.75 minimum GPA is a graduation requirement for UDLA/AOC sections below. | A grade of "C" or better is required in all courses listed below. |
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| UPPER DIVISION LIBERAL ARTS REQUIREMENTS (3 credits) |      |  | Credit | Semester Completed | Grade |
|--|------|--|--------|--------------------|-------|
| IDS  | 3309 | HOW WE KNOW WHAT WE KNOW (If course already taken in first 60 credits, may take an SJMC elective ) | 3      |                    |       |

| AREA OF CONCENTRATION REQUIREMENTS (12 credits)   |  |  | Credit | Semester Completed | Grade |
|---|--|--|--------|--------------------|-------|
| UPPER DIVISION ONLY (3000/4000 level courses)<br>Do not duplicate courses selected in liberal arts electives above. DO NOT take MAR 4323, MAR 4333, MAR 4334, and MAR 4613. |  |  |        |                    |       |
|   |  |  |        |                    |       |

| SUBJECT/AREA: |  |  |  |  |  |
|---------------|--|--|--|--|--|
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