

















# ADVERTISING, EMPHASIS



 - General Education Course

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

## Major

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 <https://www.marshall.edu/gened/>.


Code	Title	Credit Hours
<b>Core Curriculum</b>		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
	Critical Thinking	3
	Critical Thinking	3
<i>Core 2</i>		
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
<i>Additional University Requirements</i>		
	Writing Intensive	3
	Writing Intensive	3
	International or Multicultural	3
JMC 439 	AD-PR Campaign Management (Capstone)	3
<b>Major Requirements</b>		
	Modern Language	3
	Modern Language	3
	Select one of the following Cultural courses:	3
ANT 201 	Cultural Anthropology (CT)	
SOC 200 	Introductory Sociology (CT)	
GEO 100 	Intro to Human Geography (CT)	
	Multicultural	3
	International <sup>1</sup>	3
	History Elective	3
	Literature Elective	3
	Literature Elective	3
JMC 101  	Media Literacy	3
JMC 102 	Media Toolbox	3
JMC 103	Language Use for Media	1
JMC 241 	Media Design	3
JMC 260	Digital Imaging for JMC	3


JMC 345	Mass Comm Law and Ethics	3
JMC 361	Digital Presence	3
JMC 470/490	Professional Practicum (Internship)	1-4
<b>Area of Emphasis-Specific</b>		
JMC 330 	AD-PR Principles and Ethics	3
JMC 380	AD-PR and Continuity Writing	3
JMC 383	Content Creation	3
JMC 408	Research Analytics	3
JMC 439 	AD-PR Campaign Management	3
JMC Elective 300/400		3
JMC 415	Content Strategy	3
JMC 424	Media Strategy	3
JMC Elective 300/400		3
MKT 340	MKT Concepts and Applications	3
	Any other business course	3
	Non-JMC elective	3
	Non-JMC elective	3

<sup>1</sup> Not JMC 436 International Mass Comm

## 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 Fund Jrn Writing & Edit with a C or better **or** by completing JMC 103 Language Use for Media 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 Jrn & Mass Comm Internship I, JMC 491 Jrn & Mass Comm Intern II or JMC 470 Professional Practicum.
  - Maintain weekly contact, attend scheduled meetings and submit a final report and a portfolio.











 - General Education Course


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## Four Year Plan

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.

Course	Title	Credit Hours
<b>First Year</b>		
<b>First Semester</b>		
FYS 100	First Yr Sem Critical Thinking	3
JMC 101 	Media Literacy	3
JMC 103	Language Use for Media	1
CMM 103 	Fund Speech-Communication	3
ENG 101 	Beginning Composition	3
Core II Fine Arts		3
UNI 100	Freshman First Class	1
<b>Credit Hours</b>		<b>17</b>
<b>Second Semester</b>		
Core II Mathematics		3
JMC 102 	Media Toolbox	3
JMC 241 	Media Design	3
Core I Critical Thinking		3
Core II Social Science		3
<b>Credit Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>First Semester</b>		
JMC 330 	AD-PR Principles and Ethics	3
JMC 380	AD-PR and Continuity Writing	3
ENG 201 	Advanced Composition	3
Core I Critical Thinking		3
Core II Physical/Natural Science		4
<b>Credit Hours</b>		<b>16</b>
<b>Second Semester</b>		
JMC 260	Digital Imaging for JMC	3
Select one of the following:		3
ANT 201 	Cultural Anthropology (CT)	
SOC 200 	Introductory Sociology (CT)	
GEO 100 	Intro to Human Geography (CT) (Writing Intensive)	
Writing Intensive		3
Literature Elective		3
History Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>First Semester</b>		
JMC 383	Content Creation	3
JMC 408	Research Analytics	3
Any Additional Business Course		3
Literature Elective (WI)		3
Any Modern Language		3
<b>Credit Hours</b>		<b>15</b>
<b>Second Semester</b>		
JMC 424	Media Strategy	3
JMC Elective 300/400		3

MKT 340	MKT Concepts and Applications	3
Multicultural		3
Any Modern Language		3
<b>Credit Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>First Semester</b>		
JMC 361	Digital Presence	3
JMC 415	Content Strategy	3
JMC Elective 300/400		3
Non-JMC Elective		3
JMC 490	Jrn & Mass Comm Internship I (if not taken during summer) <sup>2</sup>	3
<b>Credit Hours</b>		<b>15</b>
<b>Second Semester</b>		
JMC 345	Mass Comm Law and Ethics	3
JMC 439 	AD-PR Campaign Management International <sup>1</sup>	3
Non-JMC Elective 300/400		3
<b>Credit Hours</b>		<b>12</b>
<b>Total Credit Hours</b>		<b>120</b>

<sup>1</sup> Not JMC 436 International Mass Comm

<sup>2</sup> JMC 490 Jrn & Mass Comm Internship I recommended summer between semesters 6 & 7 (3 hours).