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.

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.

First Year		
First Semester		Credit Hours
FYS 100	First Yr Sem Critical Thinking	3
JMC 101 💎 🎓	U	3
IMC 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
	Credit Hours	17
Second Semest	er	
Core II Mathema	itics	3
JMC 102 🞓	Media Toolbox	3
JMC 241 🖻	Media Design	3
Core I Critical Th	inking	3
Core II Social Sci	ence	3
	Credit Hours	15
Second Year		
First Semester		
JMC 330 🎓	AD-PR Principles and Ethics	3
JMC 380	AD-PR and Continuity Writing	3
ENG 201 💎 🎓	Advanced Composition	3
Core I Critical Th	inking	3
Core II Physical/Natural Science		4
	Credit Hours	16
Second Semest	er	
JMC 260	Digital Imaging for JMC	3
Select one of the	following	3
	Cultural Anthropology (CT)	5

Literature Elective 3 History Elective 3 Credit Hours 15 Third Year First Semester JMC 383 Content Creation 3 JMC 408 Research Analytics 3 Any Additional Business Course 3 Literature Elective (WI) 3 Any Modern Language 3 Credit Hours 15 Second Semester JMC 424 Media Strategy 3 JMC Elective 300/400 3 MKT 340 MKT Concepts and Applications 3 Multicultural 3 Any Modern Language 3 Credit Hours 15 Fourth Year First Semester JMC 361 Digital Presence 3 JMC 415 Content Strategy 3 JMC 430 Årass Comm Internship I (if not taken during summer) 2 Second Semester JMC 345 Mass Comm Law and Ethics 3 JMC 439 AD-PR Campaign Management 3 International ¹ 3		Total Credit Hours	120
GEO 100 Intro to Human Geography (CT) (Writing Intensive) 3 Writing Intensive 3 Literature Elective 3 History Elective 3 Credit Hours Third Year First Semester JMC 383 Content Creation 3 JMC 408 Research Analytics 3 Any Additional Business Course 3 3 Literature Elective (WI) 3 3 Any Modern Language 3 3 Credit Hours 15 Second Semester JMC 424 Media Strategy 3 JMC 424 Media Strategy 3 Multicultural 3 3 Any Modern Language 3 3 Multicultural 3 3 Multicultural 3 3 Multicultural 3 3 Modern Language 3 3 Multicultural 3 3 Multicultural 3 3 JMC 4361 Digital Presence 3 <td></td> <td>Credit Hours</td> <td>12</td>		Credit Hours	12
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SOC 200 📌 🛛 Introductory Sociology (CT)	GEO 100 📢		
	SOC 200 📢	Introductory Sociology (CT)	

 Not JMC 436 International Mass Comm
JMC 490 Jrn & Mass Comm Internship I recommended summer between semesters 6 & 7 (3 hours).

💎 - 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/.

Core CurriculumCore 1: Critical ThinkingFirst Yr Sem Critical Thinking3Critical Thinking3Critical Thinking3Core 2ENG 101 The Beginning Composition3ENG 201 The Advanced Composition3Core II Mathematics3Core II Mathematics3Core II Mathematics3Core II Mathematics3Core II Natural/Physical Science4Core II Natural/Physical Science3Core II Social Science3Core II Social Science3Core II Social Science3Core II Social Science3Mitting Intensive3Writing Intensive3Myriting Intensive3Major Requirements3Modern Language3Modern Language3Select one of the following Cultural courses:3Nuticultural3International 13International 13International 13International 13International 13Iterature Elective3JMC 103Language Use for MediaJMC 104Media InolboxJMC 241Media DolboxJMC 345Masc Comm Law and EthicsJMC 345AD-PR Campaign ManagementJMC 345AD-PR Campaign ManagementJMC 430AD-PR Campaign ManagementJMC 4315Content StrategyJMC 433AD-PR Principles and EthicsJMC 345AD-P	Code	Title	Credit Hours
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MKT 340	MKT Concepts and Applications	3
Any other busine	ess course	3
Non-JMC elective	2	3
Non-JMC elective	2	3

¹ 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

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

Four Year Plan

First Voor

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.

First Year		
First Semester		Credit Hours
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
	Credit Hours	17
Second Semest	er	
Core II Mathema	atics	3
JMC 102 🞓	Media Toolbox	3
JMC 241 🖻	Media Design	3
Core I Critical Th	inking	3
Core II Social Sci	ence	3
	Credit Hours	15
Second Year		
First Semester		
JMC 330 🎓	AD-PR Principles and Ethics	3
JMC 380	AD-PR and Continuity Writing	3
ENG 201 💎 🎓	Advanced Composition	3
Core I Critical Th	inking	3
Core II Physical/	Natural Science	4
	Credit Hours	16
Second Semest	er	
JMC 260	Digital Imaging for JMC	3
Select one of the	e following:	3
ANT 201 💎	Cultural Anthropology (CT)	
SOC 200 💎	Introductory Sociology (CT)	
GEO 100 🗬	Intro to Human Geography (CT) (Writing Intensive)	
Writing Intensive	2	3
Literature Electiv	ve	3
History Elective		3
	Credit Hours	15
Third Year		
First Semester		
JMC 383	Content Creation	3
JMC 408	Research Analytics	3
Any Additional E	Business Course	3
Literature Electiv	ve (WI)	3
Any Modern Lar	nguage	3
	Credit Hours	15
Second Semest	er	
JMC 424	Media Strategy	3
JMC Elective 300	/400	3
MKT 340	MKT Concepts and Applications	3
Multicultural		3
Any Modern Lar	nguage	3
	Credit Hours	15
Fourth Year		
First Semester		
JMC 361	Digital Presence	3
JMC 415	Content Strategy	3
JMC Elective 300	/400	3
Non-JMC Elective	e	3
JMC 490	Jrn & Mass Comm Internship I (if not taken during summer) ²	3
	Credit Hours	15

Second Semester

	create riours	
	Credit Hours	12
Non-JMC Elective	ve 300/400	
International ¹		3
JMC 439 📢	AD-PR Campaign Management	3
JMC 345	Mass Comm Law and Ethics	3

Not JMC 436 International Mass Comm
JMC 490 Jrn & Mass Comm Internship I recommended summer between semesters 6 & 7 (3 hours).