

JMC PR/Advertising Concentration

Bachelor of Arts or Bachelor of Science- 57 Credit Hours

Major Core Classes (18 credits)

Name

PR/Ad Concentration Cores (12 credits)

JMC Advanced Electives (6 credits)

(select 2 of the following)

- JMC 3700 Visual Communication & Culture _____
- JMC 4010 History of Mass Communication _____
- JMC 4040 Social Media Management _____
- JMC 4130 Media & Politics _____
- 0 & 0 H G L D 5 H O D W L R Q V _____
- JMC 4300 Crisis & Risk Comm _____
- JMC 4380 Film Theory and Criticism JMC _____
- 4390 Media Entrepreneurship _____
- JMC 4400 Mass Media Ethics _____
- JMC 4410 Comm Law & Policy _____
- JMC 4430 Global Media Communication _____
- JMC 4920 Media Literacy _____

PR/Ad Concentration Electives (15 credits)

(select 5 of the following)

- JMC 2000 Info Literacy _____
- JMC 2110 Photography _____
- JMC 2620 PR and Ad Design _____
- JMC 3620 Principles of Creative Ad _____
- JMC 4320 Television Commercial Production _____
- JMC 4040 Social Media Measurement and Mgmt _____
- 0 & 0 H G L D 5 H O D W L R Q V _____
- MC 4300 Crisis & Risk Comm _____
- JMC 4390 Media Entrepreneurship _____
- JMC 4430 Global Media Comm _____

JMC Major Electives (6 credits)

(select 2 JMC classes not already taken)

BACHELOR OF ARTS OR BACHELOR OF SCIENCE OPTIONS

15 credits

BA ONLY - Foreign Language 16 credits
 B.A. students must complete four semesters of the same foreign language, or, have previously completed four years of the same foreign language in high school, which must be verified by official HS transcripts.

BS ONLY - Minor/Second Field
 B.S. students must complete one of the following:
 • A minor as prescribed by an outside department.
 • Second Field-15 credit hours in one subject area or related subject areas; minimum 6 hrs. of 3000-4000 level coursework.

GENERAL EDUCATION REQUIREMENTS (46 Credits)

- English/Writing (9) _____
- English Comp I _____
- English Comp II _____
- 3rd Writing Course- Major _____
- Math (3) _____
- Oral Communication (3) _____

- Humanities (9) _____
- Social Science (9) _____
- Natural & Physical Science (7) _____
- Diversity (6) _____
- US Diversity _____
- Global Diversity _____

Electives- As needed to reach 120 credit hours

