

JMC PR/Advertising Concentration

Bachelor of Arts or Bachelor of Science- 57 Credit Hours

Major Core Classes (18 credits)

required

JMC 1500 Intro to JMC _____
JMC 2100 Media Writing _____
JMC 2200 Media Production Principles _____
JMC 3340 Media Theory _____
JMC 3350 Communication Research _____
JMC 4970 Internship* _____

*3 credits total but those credits may be divided over multiple semesters

PR/Ad Concentration Cores (12 credits)

required

JMC 2500 Social Media Comm _____
JMC 3230 Principles of PR _____
JMC 4250 Strategic Writing _____
JMC 4450 PR/Ad Capstone _____

PR/Ad Concentration Electives (15 credits)

(select 5 of the following)

JMC 2000 News Literacy _____
JMC 2110 Photography _____
JMC 2620 PR and Ad Design _____
JMC 3620 Principles of Creative Ad _____
JMC 4040 Social Media Measurement and Mgmt _____
JMC 4260 Media Relations _____
JMC 4300 Risk & Crisis Comm _____
JMC 4320 Television Commercial Production _____
JMC 4390 Media Entrepreneurship _____
JMC 4430 Global Media Comm _____

Name _____

NUID _____

JMC Advanced Electives (6 credits)

(select 2 of the following)

JMC 3700 Visual Communication & Culture _____
JMC 3920 Media & Culture _____
JMC 4010 Media History _____
JMC 4040 Social Media Measurement and Mgmt _____
JMC 4260 Media Relations _____
JMC 4300 Risk & Crisis Comm _____
JMC 4310 Media & Politics _____
JMC 4380 Film Theory and Criticism _____
JMC 4390 Media Entrepreneurship _____
JMC 4400 Media Ethics _____
JMC 4410 Comm Law & Policy _____
JMC 4430 Global Media Communication _____

JMC Major Electives (6 credits)

(select 2 JMC classes not already taken)

BACHELOR OF ARTS OR BACHELOR OF SCIENCE OPTIONS

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

15 credits

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 (34 Credits)

English/Writing (6)

•English Comp I _____

•English Comp II _____

Quantitative literacy (3) _____

Data Literacy (3) _____

Oral Communication (3) _____

Electives- As needed to reach 120 credit hours

Humanities (3) _____

Social Science (3) _____

Natural & Physical Science (4) _____

Arts (3) _____

Cultural Knowledge (3) _____

Civic Knowledge and Engagement (3) _____