



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 2110 Photography	_____
JMC 3500 PR & Ad Design	_____
JMC 3620 Principles of Creative Ad	_____
JMC 4320 Television Commercial Production	_____
JMC 4040 Social Media Measurement and Mgmt	_____
JMC 4300 Crisis & Risk Comm	_____
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 4010 History of Mass Communication	_____
JMC 4040 Social Media Management	_____
JMC 4130 Media & Politics	_____
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	_____

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 (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

