

School of Journalism and Mass Communication Track sheet for a BA degree

Beginning Fall 2011

NAME: \_\_\_\_\_

I.D.: \_\_\_\_\_ Date: \_\_\_\_\_

Expected Term of Graduation: \_\_\_\_\_

Required to graduate:

124 minimum credit hours

32 minimum Journalism credit hours

86 non-journalism credit hours from those 65 hours must be Arts and Science credit

40 credit hours must be upper level (course numbered 100 or above)

All requirements for the Drake Curriculum must be met.

Semester 1			Semester 2			Semester 3			Semester 4		
Upper Total			Upper Total			Upper Total			Upper Total		
JMC	A&S	Other	JMC	A&S	Other	JMC	A&S	Other	JMC	A&S	Other
Semester 5			Semester 6			Semester 7			Semester 8		
Upper Total			Upper Total			Upper Total			Upper Total		
JMC	A&S	Other	JMC	A&S	Other	JMC	A&S	Other	JMC	A&S	Other

Choose AOI or Honors Track to fulfill the Drake Curriculum. See listing of both programs by selecting My Courses in the Student Services Tab though BlueView. Honors requires sign-up.

<input type="checkbox"/> Area of Inquiry	Course Taken	Grade	<input type="checkbox"/> Honors Track	Course Taken	Grade
First Year Seminar			15 credits of Honors courses		
Artistic Experience			Honors Course - 1		
Critical Thinking			Honors Course - 2		
*Historical Consciousness			Honors Course - 3		
Historical Consciousness			Honors Course - 4		
Information Literacy	JMC030		Honors Course - 5		
International/Multicultural			Paths to Knowledge	HONR100	
+Life Science			AOI – Science		
+Physical Science			AOI – Quantitative		
The Engaged Citizen	JMC066		AOI – Artistic Experience	JMC059	
Quantitative					
Values & Ethics	JMC104				
Written Communication	JMC054				
+1 lab required not both	These Courses are fulfilled by core required		All non-JMC Honors and AOI's can be counted in required non-JMC hours		

# ADVERTISING – ACCOUNT

Journalism Core Requirements	Term Offered	Pre-req/ restriction	Term and Grade	Major Course Requirements	Term Offered	Pre-req/ restriction	Term and Grade
<b>JMC</b>				<b>32 JMC hours minimum</b>			
030 – Communication in Society	S,F			076 – Advertising Princ	S,F	So+	
031 – Multimedia Lab	S,F			129 – Acct Management	F	076	
040 - Pre-Prof Workshop	S,F			130 – Adv Research	F	129, Mktg 101	
054 –Reporting & Writing Principles	S,F			132 – Adv Media Planning	S	76, Jr+	
066 – Media Responsibility Over Time	S,F	So+		145 – Advertising Campaign Strategies- 1cr Fall 2cr Sprg	F,S	40,132MK TG101	
104 – Communication Law & Ethics	S,F	JR+		JMC Elective			
POLS001 – Am Political Systems	S,F			JMC Elective			
SCSS001 – Survey of Sociology	S,F			JMC Elective			
				ECON002- Prin of Micro	S,F		
				PSY001 – Intro to Psy	S,F		
				MKTG101 – Mktg Prin	S,F	ECON002	
				MKTG115 – Consumer Behvr	S,F	MKTG101	

Total JMC core hours = 14  
 A & S hours = 6  
 Upper hours = 3

Total JMC major hours = 15 to 24  
 A & S hours = 7  
 BN hours = 9  
 Upper hours = 18 to 24

Over 38 JMC hours = More than 124 to Graduate

Area of Concentration	Title:	Adviser Approval Signature:
Must be taken in a single department or unified area	Lower Level Coursework	Upper Level Coursework
21 credit hours required		
9 lower level credits		
12 Upper level credits		