

ADVERTISING Account Management

School of Journalism and Mass Communication Tracking sheet for a BA degree
Beginning Fall 2012

Required to graduate:

- ✓ 124 minimum credit hours
- ✓ 32 minimum Journalism credit hours
- ✓ At 30 credits and beyond a CUM and journalism GPA of 2.25 must be maintained
- ✓ 86 non-journalism credits from those 65 hours must be Arts and Science credit
- ✓ 40 credits must be upper level (course numbered 100 or above)
- ✓ All requirements for the Drake Curriculum must be met.

Name: _____ Date: _____

I.D.: _____ Expected Term of Gradation: _____

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	JMC 130		Honors Course - 2		
*Historical Foundations			Honors Course - 3		
*Historical Foundations			Honors Course - 4		
Information Literacy	JMC030		Honors Course - 5		
Global & Cultural Undsg			Paths to Knowledge	HONR100	
+Life Science	PSY001/lab		AOI – Science		
+Physical Science			AOI – Quantitative		
The Engaged Citizen	JMC066		AOI – Artistic Experience		
Quantitative Literacy					
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		

Journalism Core Requirements	Term Offered	Pre-req/ restriction	Term/Grade	Major Course Requirements	Term Offered	Pre-req/ restriction	Term/Grade
				32 JMC hours minimum			
030 – Communication in Society	S,F			076 – Advertising Principles	S,F	So+	
031 – Multimedia Lab	S,F			129 - Account Management	F	076	
040 - Pre-Prof Workshop	S,F			130 - Advertising Research	F	076	
054 –Reporting & Writing Principles	S,F			132 – Adv Media Planning	S	076	
066 – Media Responby Over Time	S,F	So+		145 – Advertising Campaign Strategies- 1cr Fall 2cr Sprg	S,F	040, 132 Or 141	
104 – Communication Law & Ethics	S,F	JR+		JMC Electives			
POLS001 – Am Political Systems	S,F						
SCSS001 – Survey of Sociology	S,F			ECON 002 – Prin of Micro	S,F		
				PSY 001 – Intro to Psy	S,F		
				MKTG 101 – Marketing Princ	S,F	ECON 002	
				MKTG 115 – Consumer Bhvr	S,F	MKTG 101	

Total JMC core hours = 14

A & S hours = 6

Upper hours = 3

Total JMC major hours = 15 to 24

Upper hours = 18 to 24

A & S hours = 7

BN hours = 6

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
9 lower level credits		
12 Upper level credits		
21 credit hours required		