

Advertising Major

Beginning Fall 2015

Required to graduate:

- 124 minimum credit hours
- 44 maximum JMC credit hours
- 80 non-JMC credits; 48 of 80 must be Arts and Science credit
- 40 of 124 total must be numbered 100 or above
- Must maintain a cumulative and JMC GPA of 2.25 after earning 30 credits
- Must fulfill Drake Curriculum requirements

Drake Curriculum

Choose AOI or Honors Track - See listing of both programs at: <http://www.drake.edu/dc/>

Area of Inquiry	Course	Term/Grade	Course	Term/Grade	Honors Track	Course	Term/Grade
First Year Seminar			Written Communication	JMC 054	15 credits of Honors courses		
Artistic Experience	JMC 059		+Life Science		Paths to Knowledge	HONR100	
Critical Thinking	JMC 076		+Physical Science		AOI - Science		
2 History Foundations			+ = only one lab required		AOI - Quantitative		
Information Literacy	JMC 030		Values and Ethics	JMC 104	AOI - Artistic Experience		
Global/Cultural Understanding			All non-JMC Honors and AOI courses can be counted as required non-JMC credit.		You must sign-up for the Honors Track		
Engaged Citizen							
Quantitative Literacy							

JMC Core Requirements 18 SJMC hours 6 Arts & Science hours	Term Offered	Pre-req restriction	Term/Grade	Major Course Requirements 24 SJMC hours 7 Arts & Science hours 3 Business hours	Term Offered	Pre-req restriction	Term/Grade
030 - Mass Media in a Global Society	S,F			JMC 57 - Video Production	S,F	031	
031 - Multimedia Lab 1 cr	S,F			076 - Advertising Principles	S,F	15 credits completed	
				105 - Web Page Design	S,F		
040 - Pre-Professional Workshop 1 cr	S,F			113-Concepts in Consumer Awareness	F	054,076	
041 - Fin. Fundamentals for Com. Prof. 1 cr	S,F			124 - Copywriting and Content Design	S,F	054,076, & Pre/Co-req 057 or 059	
054 -Reporting & Writing Principles	S,F			145 - Advertising Campaign Strategy	S	Two of 117, 139 or 141	
055 - Digital Strategies	S,F			Select two			
059 - Introduction to Visual Communication	S,F			117 - Strategic Media Planning	S	040,057,059,113 & MKTG 101	
104 - Communication Law and Ethics	S,F	Jr+		139 - Advertising Account Planning	F	040,057,059,113,124,&MKTG 101	
				141 - Strategic Message Design	F	040,057,059,113,124,&MKTG 101	
Non-SJMC required				Non-SJMC required			
POLS 001 - American Political System	S,F			ECON 002 -Principles of Microeconomics	S,F		
Sociology Course - 3 credit hours	S,F			PSY 001 - Introduction to Psychology - 4cr	S,F		
				MKTG 101 - Marketing Principles	S,F		

Total SJMC credit hours = 42 Arts & Science = 13 credit hours Business = 3 credit hours
Upper Level hours = 24 If you take more than 44 SJMC credits you will need more than 124 total credits

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

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

Date I last met with my advisor: