



JOURNALISM MAJOR (BA or BS) — ADVERTISING EMPHASIS (36 CREDITS)

All Communication Department majors require a minor, which can be from anywhere on campus.

To qualify for graduation, all Communication and Journalism majors must earn a minimum 2.25 GPA

REQUIRED ADVERTISING CORE. 24 CREDITS

Course No.	Course Name	Prerequisites
_____ JOURNLSM 220	Foundations of Advertising	None
_____ JOURNLSM 241	Electronic Media Copywriting*	None
_____ COMM 275	Advertising and PR Research Literacy	JOURNLSM 220 <u>or</u> COMM 202
_____ JOURNLSM 309	Media Ethics*	(a) COMM 238 and COMM 239 or (b) JOURNLSM 227 or (c) JOURNLSM 220 or (d) COMM 131
_____ JOURNLSM 320	Advertising Copywriting and Layout	JOURNLSM 220 <u>and</u> JOURNLSM 241
_____ JOURNLSM 322	Advertising Media Planning and Buying	JOURNLSM 220
_____ JOURNLSM 364	Advertising & PR Account Management	JOURNLSM 322 or COMM 302
_____ JOURNLSM 423	Advertising Campaigns	COMM 275, JOURNLSM 320, 322

THEORY ELECTIVES. 3 CREDITS. CHOOSE 1 COURSE FROM THE FOLLOWING LIST:

_____ COMM 345	Persuasion	COMM 110
_____ COMM 422	Communication Theories	Junior standing
_____ JOURNLSM 420	Law of Mass Communication	JOURNLSM 227 <u>or</u> 220 <u>or</u> COMM 131
_____ JOURNLSM 430	Communication and Public Opinion	JOURNLSM 227 <u>or</u> JOURNLSM 220

COMMUNICATION & DIVERSITY ELECTIVES. 3 CREDITS. CHOOSE 1 COURSES FROM THE FOLLOWING LIST:

_____ COMM 326	Communication and Gender	Sophomore standing
_____ COMM 327	Introduction to Corporate Communication	Sophomore standing
_____ COMM 328	Communication Conflict Resolution	Sophomore standing
_____ COMM 363	Introduction to Health Communication	Sophomore standing
_____ COMM 322	Listening Behavior (GS)	Sophomore standing
_____ COMM 424	Cross Cultural Communication (GS/DV)	COMM 110
_____ COMM 440	New Communication Technologies	MAGD 150 <u>or</u> JOURNLSM 227 <u>or</u> JOURNLSM 220 <u>or</u> COMM 131 <u>or</u> Junior standing
_____ JOURNLSM 431	Mass Communication in Society	COMM 131 <u>or</u> 202 <u>or</u> JOURNLSM 227 <u>or</u> JOURNLSM 220
_____ JOURNLSM 491	Travel Study	Consent of department



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APPLIED ELECTIVES. 6 CREDITS. CHOOSE 2 COURSES FROM THE FOLLOWING LIST:

_____	COMM 202	Principles of Public Relations	None
_____	COMM 238	Video Production I: Fundamentals of Video	None
_____	COMM 240	Advanced Public Speaking (GH)	COMM 110
_____	COMM 276	Event Planning for Communication Professionals	COMM 110 and one of the following: COMM 202, 228, JOURNLSM 220, 227 241, MAGD 150, ENGLISH 376
_____	COMM 285	Social Media Optimization & the New Web	Soph standing <u>or</u> consent of instructor
_____	COMM 485	Communication Research Methods	Junior standing
_____	JOURNLSM 248	Publication Layout	JOURNLSM 227 <u>or</u> JOURNLSM 220 <u>or</u> COMM 203
_____	JOURNLSM 303	Feature Writing	JOURNLSM 227 <u>or</u> JOURNLSM 241 <u>or</u> COMM 203
_____	JOURNLSM 310	Publication Photography	None
_____	JOURNLSM 425	Advanced Advertising Creative	JOURNLSM 320
_____	JOURNLSM 493A	Internship in Advertising	Department consent
_____	JOURNLSM 496	Special Studies	None
_____	JOURNLSM 498	Independent Study	None
_____	MAGD 150	Introduction to Media Arts and Game Development	None

MILESTONES

*Courses satisfy the Writing Requirement for the Advertising emphasis. In order to pass the UW-Whitewater writing requirement, student must receive a grade of a 73% or higher in one of the two designated writing requirement courses.

***** APPLIED ELECTIVE SUGGESTIONS *****

Electives Strongly Suggested For:

Course Number and Name	Account	Media	Creative
JOURNLSM 248 Publication Layout			X
JOURNLSM 303 Feature Writing			X
JOURNLSM 310 Publication Photography			X
JOURNLSM 425 Advanced Advertising Creative			X
COMM 485 Communication Research Methods	X	X	
JOURNLSM 493A Internship in Advertising	X	X	X
ARTSTDIO 180 Introduction to Advertising Design			X
COMM 238 Fundamentals of Video Production			X
COMM 240 Public Speaking	X	X	X
COMM 285 Social Media Optimization	X	X	X
MAGD 150 Intro to Media Arts and Game Development	X	X	X

MINORS THAT COMPLEMENT ADVERTISING

The following minors are highly recommended to advertising majors. They complement the ad major well and help prepare students for different jobs in the industry.

- Art, College of Arts and Communication
- Corporate Communication, College of Arts and Communication
- Electronic Media, College of Arts and Communication
- Marketing, College of Business & Economics
- Media Arts and Game Development, College of Arts and Communication
- Public Relations, College of Arts and Communication