

School of  
**Journalism  
&  
Media Studies**  
SAN DIEGO STATE UNIVERSITY

*Welcome to the School of Journalism and Media Studies! I am so pleased that you have chosen our prestigious School as your academic home. JMS offers a variety of cutting-edge courses taught by distinguished faculty in four different specialized undergraduate majors: advertising, journalism, media studies, and public relations. The School also offers internships for qualified students, numerous student-run organizations open to all majors, and strong connections to local professionals and alumni around the world. On behalf of the faculty and staff in the School of JMS, I offer you our best wishes as you embark on your exciting new journey with us at SDSU.*

***-- Dr. Temple Northup, Director, School of Journalism and Media Studies***

**A message from your JMS Advising Coordinator, Alexa Mokalis:**

This packet contains the checklists for all our majors and other information for navigating your way through the requirements for your major. The information from the handouts is taken from the [General Catalog](#) and we strongly recommend that you take the time to read the JMS requirements in the General Catalog. You are responsible for meeting all the requirements as listed in the catalog. Please don't hesitate to contact JMS Advising if you have any questions or concerns.

Once you have completed all the pre-major requirements described in the catalog, you will be eligible to move into major status. Usually we will be able to do this automatically after each semester. However, in some cases, you will need to contact our Advising Coordinator to complete the paperwork to switch from pre-major to major. We strongly urge you to finish all your prep-for-the-major requirements by the end of your sophomore year, or after the first semester of your junior year. This includes passing the Grammar, Spelling and Punctuation Test (GSP). *\*\*Note that the GSP has been replaced with a different virtual assessment called EGUMPP. Information on this assessment is available on the JMS Homeroom on Canvas (you'll get access to this soon if you have not already).* If you complete all your prep-for-the-major requirements by the end of the spring semester of your sophomore year or the fall semester, junior year (at the latest), you can complete your major in four years (or two, if you are a transfer student).

**Please be aware that all of our majors have a three-semester sequence of classes once you have been admitted to the major.** This means you may only have five or six classes remaining, but you will have to take them over three semesters.

We have a JMS Homeroom site on your Canvas portal. This is the first place you should go for answers to your questions or to learn more about how to proceed through your major. Please also join us on social media—see the flyer in this packet.

We are thrilled to have you join our JMS Aztec family and so look forward to the opportunity to meet you in-person in the future!

If you have any major-related advising questions, please contact me:

Alexa Mokalis, M.A.  
[amokalis@sdsu.edu](mailto:amokalis@sdsu.edu)

# 2021-2022 ADVERTISING EMPHASIS CHECKLIST

## B. A. Degree in Journalism, Emphasis in Advertising

### *Preparation for the major requirements:*

Minimum 45 units earned

Minimum 3.0 cumulative GPA

Passing scores on the online EGUMPP assessment program.

*Students not meeting the minimum requirements may petition to enter the major, based on eligibility requirements. See "Petition" button in JMS Homeroom in Blackboard or visit JMS Undergraduate Advising Ctr.*

Minimum 3.0 GPA **and** grades of C or better (C/NC not allowed) in following classes:

JMS 200 Intro to Contemporary Media

JMS 210 Social Media in the Digital Age

JMS 220 Writing for the Mass Media

Econ 101 Principles of Economics

**\*\* RECOMMENDED TO COMPLETE PREMAJOR REQUIREMENTS BY END OF SOPHOMORE YEAR, OR FIRST SEMESTER JUNIOR YEAR AT THE LATEST. IF YOU WANT TO GO ABROAD FOR A SEMESTER, THESE REQUIREMENTS NEED TO BE DONE BY THE END OF YOUR SOPHOMORE YEAR\*\***

### **Upper Division Major Coursework (36 units):**

#### "Required Sequence Courses"

These courses:

- Must be taken **at SDSU**
- Are offered **every** fall and spring semester
- **MUST be taken in this exact order**, regardless of class standing; you cannot move onto the next level until you complete the previous level courses
- Courses in different levels **cannot be taken concurrently (at the same time)**
- Students must earn a **C or better** in these courses
- Students are **guaranteed seats** in these courses if they complete the course prerequisites
- \*\* JMS 460 & JMS 462 may be taken by premajors. All other sequence courses require admission into the major

#### **LEVEL 1: Fundamentals** (*junior year, typically*)

JMS 310W Media Writing & Reporting  
*(Admission to major required)*

JMS 460 Principles of Advertising

JMS 462 Advertising Strategy & Social Media

#### **LEVEL 2: Skills** (*fall semester senior year, typically*)

JMS 560 Advertising Research  
*(Completion of 460, 462 and 310W w/ Cs or better required)*

JMS 562 Advertising Creative  
*(Completion of 460, 462, and 310W w/ Cs or better required)*

JMS 494 Media Law & Ethics

#### **LEVEL 3: Capstone** (*spring semester senior year, typically*)

JMS 565 Advertising Campaigns  
*(Completion of 560, 562, and 494 w/ Cs or better required)  
(Must earn a C or better in this class to graduate)*

These courses:

- May be taken by pre-majors
- Require completion of 60 units
- Must be taken before graduation
- Require a passing grade

One course selected from the following:

- JMS 300 Principles of Journalism
- JMS 440 Management of Media Organizations
- JMS 480 Principles of Public Relations

**REQUIRED ELECTIVE COURSES**

Students must complete 12 units of JMS or LDT courses numbered 300 and higher.

\_\_\_ JMS \_\_\_

\_\_\_ JMS \_\_\_

\_\_\_ JMS \_\_\_

\_\_\_ JMS \_\_\_

*Recommended but not required: JMS 490 (Advertising Internship) Prerequisite: Completion of JMS 560*

**AUXILIARY DISCIPLINE.** Students must complete at least 15 units, six units of which must be upper division, in ONE academic department outside of JMS (i.e. COMM, TFM, ART, SOC, RWS, POL S, etc.). You may choose any 15 units from that department, as long as at least six units are numbered 300 and higher.

Suggestion: Auxiliary Disciplines are not the same as minors. They do not show on transcripts. We suggest you complete a minor so that it will show on the transcript and can be easily communicated to others. For a minor, see the General Catalog for requirements and visit that department's academic adviser. You need an aux. discipline OR a minor – one or the other, not both.

Advertising students who are in the upper division major are able to take Management or Marketing classes for their Auxiliary Discipline. Select from: MGT 350, 352, 357, 455, 475; MKTG 370, 371, 372, 373

AUXILIARY DISCIPLINE OR MINOR? \_\_\_\_\_

No more than 48 units of JMS will count toward the 120 units required to graduate. Completion of this major is 45 units. Do not take more than three additional JMS units.

Competency is required in one foreign language. See "Graduation Requirements" in the General Catalog.

Advising Notes:

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# 2021-2022 JOURNALISM EMPHASIS CHECKLIST

## B. A. Degree in Journalism

### *Preparation for the major requirements:*

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| <p>___ Minimum 45 units earned</p> <p>___ Minimum 3.0 cumulative GPA</p> <p>___ Passing scores on the online EGUMPP assessment program.</p> <p><i>Students not meeting the minimum requirements may petition to enter the major, based on eligibility requirements. See "Petition" button in JMS Homeroom in Blackboard or visit JMS Undergraduate Advising Ctr.</i></p> | <p>___ Minimum 3.0 GPA <b>and</b> grades of C or better (C/NC not allowed) in following classes:</p> <p>___ JMS 200 Intro to Contemporary Media</p> <p>___ JMS 210 Social Media in the Digital Age</p> <p>___ JMS 220 Writing for the Mass Media</p> <p>___ Econ 101 Principles of Economics</p> |
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**\*\* RECOMMENDED TO COMPLETE PREMAJOR REQUIREMENTS BY END OF SOPHOMORE YEAR, OR FIRST SEMESTER JUNIOR YEAR AT THE LATEST. IF YOU WANT TO GO ABROAD FOR A SEMESTER, THESE REQUIREMENTS NEED TO BE DONE BY THE END OF YOUR SOPHOMORE YEAR\*\***

### ***Upper Division Major Coursework (36 units):***

<p><b>"Required Sequence Courses"</b></p> <p>These courses:</p> <ul style="list-style-type: none"> <li>➤ Must be taken <b>at SDSU</b></li> <li>➤ Are offered <b>every</b> fall and spring semester</li> <li>➤ <b>MUST be taken in this exact order</b>, regardless of class standing; you cannot move onto the next level until you complete the previous level courses</li> <li>➤ Courses in different levels <b>cannot be taken concurrently (at the same time)</b></li> <li>➤ Students must earn a <b>C or better</b> in these courses</li> <li>➤ Students are <b>guaranteed seats</b> in these courses if they complete the course prerequisites</li> <li>➤ <b>** JMS 300, JMS 489, and JMS 494 may be taken by premajors. All other sequence courses require admission into the major</b></li> </ul>	<p><b>LEVEL 1: Fundamentals</b> (<i>junior year, typically</i>)</p> <p>___ JMS 310W Media Writing &amp; Reporting <i>(Admission to major required)</i></p> <p>___ JMS 300 Principles of Journalism</p> <p>___ JMS 315 Digital Media Principles and Design</p> <p><b>LEVEL 2: Skills</b> (<i>fall semester senior year, typically</i>)</p> <p>___ JMS 420 Public Affairs News Reporting <i>(Completion of 300, 315 and 310W w/ Cs or better required)</i></p> <p>___ JMS 430 Digital Journalism <i>(Completion of 300, 315 and 310W w/ Cs or better)</i></p> <p>___ JMS 494 Media Law &amp; Ethics</p> <p><b>LEVEL 3: Capstone</b> (<i>spring semester senior year, typically</i>)</p> <p>___ JMS 550 Multimedia News Laboratory <i>(Completion of 420, 430, and 494 w/ Cs or better required)</i> <i>(Must earn a C or better in this class to graduate)</i></p>
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<p>This course:</p> <ul style="list-style-type: none"> <li>- May be taken by pre-majors</li> <li>- Require completion of 60 units</li> <li>- Must be taken before graduation</li> <li>- Require a passing grade</li> </ul>	<p>Non-sequential required course:</p> <p>___ JMS 489 Research Methods in Mediated Comm</p>
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**REQUIRED ELECTIVE COURSES**

Students must complete 12 units of JMS or LDT courses numbered 300 and higher.

\_\_\_ JMS \_\_\_

\_\_\_ JMS \_\_\_

\_\_\_ JMS \_\_\_

\_\_\_ JMS \_\_\_

*Recommended but not required: JMS 490 (Media Studies Internship) Prerequisite: Completion of JMS 472*

**AUXILIARY DISCIPLINE.** Students must complete at least 15 units, six units of which must be upper division, in ONE academic department outside of JMS (i.e. COMM, TFM, ART, SOC, RWS, POL S, etc.). You may choose any 15 units from that department, as long as at least six units are numbered 300 and higher.

Suggestion: Auxiliary Disciplines are not the same as minors. They do not show on transcripts. We suggest you complete a minor so that it will show on the transcript and can be easily communicated to others. For a minor, see the General Catalog for requirements and visit that department's academic adviser. You need an aux. discipline OR a minor – one or the other, not both.

AUXILIARY DISCIPLINE OR MINOR? \_\_\_\_\_

No more than 48 units of JMS will count toward the 120 units required to graduate. Completion of this major is 45 units. Do not take more than three additional JMS units.

Competency is required in one foreign language. See "Graduation Requirements" in the General Catalog.

Advising Notes:

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# 2021-2022 PUBLIC RELATIONS EMPHASIS CHECKLIST

## B. A. Degree in Journalism, Emphasis in Public Relations

### **Preparation for the major requirements:**

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| <p>___ Minimum 45 units earned</p> <p>___ Minimum 3.0 cumulative GPA</p> <p>___ Passing scores on the online EGUMPP assessment program.</p> <p><i>Students not meeting the minimum requirements may petition to enter the major, based on eligibility requirements. See "Petition" button in JMS Homeroom in Blackboard or visit JMS Undergraduate Advising Ctr.</i></p> | <p>___ Minimum 3.0 GPA <b>and</b> grades of C or better (C/NC not allowed) in following classes:</p> <p>___ JMS 200 Intro to Contemporary Media</p> <p>___ JMS 210 Social Media in the Digital Age</p> <p>___ JMS 220 Writing for the Mass Media</p> <p>___ Econ 101 Principles of Economics</p> |
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**\*\* RECOMMENDED TO COMPLETE PREMAJOR REQUIREMENTS BY END OF SOPHOMORE YEAR, OR FIRST SEMESTER JUNIOR YEAR AT THE LATEST. IF YOU WANT TO GO ABROAD FOR A SEMESTER, THESE REQUIREMENTS NEED TO BE DONE BY THE END OF YOUR SOPHOMORE YEAR\*\***

### **Upper Division Major Coursework (36 units):**

<p><b>"Required Sequence Courses"</b></p> <p>These courses:</p> <ul style="list-style-type: none"> <li>➤ Must be taken <b>at SDSU</b></li> <li>➤ Are offered <b>every</b> fall and spring semester</li> <li>➤ <b>MUST be taken in this exact order</b>, regardless of class standing; you cannot move onto the next level until you complete the previous level courses</li> <li>➤ Courses in different levels <b>cannot be taken concurrently (at the same time)</b></li> <li>➤ Students must earn a <b>C or better</b> in these courses</li> <li>➤ Students are <b>guaranteed seats</b> in these courses if they complete the course prerequisites</li> <li>➤ <b>** JMS 480 &amp; JMS 489 may be taken by premajors.</b> All other sequence courses require admission into the major</li> </ul>	<p><b>LEVEL 1: Fundamentals</b> (<i>junior year, typically</i>)</p> <p>___ JMS 310W Media Writing &amp; Reporting <i>(Admission to major required)</i></p> <p>___ JMS 480 Principles of Public Relations</p> <p>___ JMS 489 Research Methods in Mediated Comm</p> <p><b>LEVEL 2: Skills</b> (<i>fall semester senior year, typically</i>)</p> <p>___ JMS 481 Public Relations Media and Messaging <i>(Completion of 480, 489 and 310W w/ Cs or better required)</i></p> <p>___ JMS 581 Applied Research in Public Relations <i>(Completion of 480, 489 and 310W w/ Cs or better required)</i></p> <p>___ JMS 494 Media Law &amp; Ethics</p> <p><b>LEVEL 3: Capstone</b> (<i>spring semester senior year, typically</i>)</p> <p>___ JMS 585 Professional Practices in PR <i>(Completion of 481, 581, and 494 w/ Cs or better required)</i> <i>(Must earn a C or better in this class to graduate)</i></p>
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<p>These courses:</p> <ul style="list-style-type: none"> <li>- May be taken by pre-majors</li> <li>- Require completion of 60 units</li> <li>- Must be taken before graduation</li> <li>- Require a passing grade</li> </ul>	<p>One course selected from the following:</p> <p>___ JMS 300 Principles of Journalism</p> <p>___ JMS 440 Management of Media Organizations</p> <p>___ JMS 460 Principles of Advertising</p>
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