A message from your JMS Advising Coordinator, Alexa Mokalis:

Welcome!

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 on pages 323-329 of the 2020/2021 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 may be replaced with a different virtual assessment in the fall 2020 semester. More information on this will be made available nearer to the start of the fall 2020 semester. 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 Blackboard account. 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
# 2020-2021 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 score on Grammar, Spelling Punctuation Test (GSP) by third attempt or passing score on alternative test (i.e. EGUMPP)

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.

**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**

<table>
<thead>
<tr>
<th>LEVEL 1: Fundamentals (junior year, typically)</th>
<th>LEVEL 2: Skills (fall semester senior year, typically)</th>
<th>LEVEL 3: Capstone (spring semester senior year, typically)</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMS 310W Media Writing &amp; Reporting (Admission to major required)</td>
<td>JMS 560 Advertising Research (Completion of 460, 462 and 310W w/ Cs or better required)</td>
<td>JMS 565 Advertising Campaigns (Completion of 560, 562, and 494 w/ Cs or better required)</td>
</tr>
<tr>
<td>JMS 460 Principles of Advertising</td>
<td>JMS 562 Advertising Creative (Completion of 460, 462, and 310W w/ Cs or better required)</td>
<td>JMS 494 Media Law &amp; Ethics</td>
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<tr>
<td>JMS 462 Advertising Strategy &amp; Social Media</td>
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</tbody>
</table>

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 ___
___ 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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B. A. Degree in Journalism

**Preparation for the major requirements:**

- Minimum 45 units earned
- Minimum 3.0 cumulative GPA
- Passing score on Grammar, Spelling Punctuation Test (GSP) by third attempt or passing score on alternative test (i.e. EGUMPP)

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**
  - 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 300, JMS 489, and JMS 494 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
  - JMS 300 Principles of Journalism
  - JMS 315 Digital Media Principles and Design

- **LEVEL 2: Skills (fall semester senior year, typically)**
  - JMS 420 Public Affairs News Reporting
  - JMS 430 Digital Journalism
  - JMS 494 Media Law & Ethics

- **LEVEL 3: Capstone (spring semester senior year, typically)**
  - JMS 550 Multimedia News Laboratory

**Non-sequential required course:**

- JMS 489 Research Methods in Mediated Comm
## JOURNALISM CHECKLIST, PAGE 2

| 12 Elective Units Required: | JMS 434 Writing for Spanish-Language and Latino Media  
|                           | JMS 435 Photojournalism  
|                           | JMS 445 Television News Reporting and Producing  
|                           | JMS 490 Journalism Internship  

1) 6 units from the list at the right:  
   ___ JMS ____  
   ___ JMS ____

2) 6 units from JMS or LDT courses numbered 300+:  
   ___ JMS ____  
   ___ JMS ____

* Other options may be available if the courses listed here are not offered, please speak with your adviser
* Students must meet prerequisites for each course

### 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? __________________________________________

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

Advising Notes:

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B. A. Degree in Journalism, Emphasis in Media Studies

### Preparation for the major requirements:

- Minimum 45 units earned
- Minimum 3.0 cumulative GPA
- Passing score on Grammar, Spelling Punctuation Test (GSP) by third attempt or passing score on alternative test (i.e. EQUMPP)

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.

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### 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 408, JMS 489, and JMS 494 may be taken by premajors. All other sequence courses require admission into the major

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

- JMS 315 Digital Media Principles and Design
  (Admission to major required)
- JMS 408 Principles of Media Studies
- JMS 489 Research Methods in Mediated Comm
- Satisfy SDSU Graduation Writing Requirement

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

- JMS 472 Media Technology and Society
  (Completion of 408, 315, 489 required)
- JMS 494 Media Law & Ethics
  (Completion of SDSU GWAR with C or better required)
- One course selected from:
  - JMS 418 Social Media/Community Leadership
  - JMS 428 Digital and Social Media Analytics
  - LDT 410 Social Media for Learning
  - LDT 432 Producing Digital Learning Media

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

- JMS 492 Creative Uses of Emerging Media
  (Completion of 472; 418 or 428; and JMS 494 with Cs or better required)
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.

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Advising Notes:
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## 2020-2021 PUBLIC RELATIONS EMPHASIS CHECKLIST

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

**Preparation for the major requirements:**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Minimum 45 units earned</td>
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**Minimum 3.0 GPA and grades of C or better (C/NC not allowed) in following classes:**

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<td>JMS 200 Intro to Contemporary Media</td>
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<td>JMS 210 Social Media in the Digital Age</td>
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<td>Econ 101 Principles of Economics</td>
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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):

#### “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 480 & JMS 489 may be taken by premajors. All other sequence courses require admission into the major**

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

<table>
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<tr>
<th>Course</th>
<th>Requirements</th>
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<tbody>
<tr>
<td>JMS 310W Media Writing &amp; Reporting</td>
<td>(Admission to major required)</td>
</tr>
<tr>
<td>JMS 480 Principles of Public Relations</td>
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</tr>
<tr>
<td>JMS 489 Research Methods in Mediated Comm</td>
<td></td>
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</tbody>
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**LEVEL 2: Skills (fall semester senior year, typically)**

<table>
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<th>Course</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMS 481 Public Relations Media and Messaging</td>
<td>(Completion of 480, 489 and 310W w/ Cs or better required)</td>
</tr>
<tr>
<td>JMS 581 Applied Research in Public Relations</td>
<td>(Completion of 480, 489 and 310W w/ Cs or better required)</td>
</tr>
<tr>
<td>JMS 494 Media Law &amp; Ethics</td>
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**LEVEL 3: Capstone (spring semester senior year, typically)**

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>JMS 585 Professional Practices in PR</td>
<td>(Completion of 481, 581, and 494 w/ Cs or better required) (Must earn a C or better in this class to graduate)</td>
</tr>
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</table>

**One course selected from the following:**

<table>
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<tbody>
<tr>
<td>JMS 300 Principles of Journalism</td>
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<tr>
<td>JMS 440 Management of Media Organizations</td>
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<tr>
<td>JMS 460 Principles of Advertising</td>
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REQUIRED ELECTIVE COURSES

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

___ JMS ___
___ JMS ___
___ JMS ___
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___ JMS ___

Recommended but not required: JMS 490 (Public Relations Internship) Prerequisite: Completion of JMS 481

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FOLLOW JMS INSTRUCTORS ON TWITTER

Dr. Noah Arceneaux: @noahax
Dr. Rebecca Nee: @rcnee uses #JMS210
Dr. Amy Schmitz Weiss: @digitalamysw
Dr. Nathian Rodriguez: @Nate_SDSU
Dr. Hongmei Shen: @profshen
Dr. Arthur Santana: @arthursantana
Dr. Bernie Dodge: @berniedodge
    John Eger, J.D.: @jeger62
Alexa Mokalis: @alexamokalis
Dmitri Diakov: @DmitriDiakov
Minjuan Wang: @minjuan
    Jayla Lee: @JaylaLee17
Roman S. Koenig: @mercurykoenig
Dana Littlefield: @danalittlefield
    Louis Weiner: @NewsManLou
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Follow JMS on Twitter @SDSU_JMS

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