

# 2023-2024 ADVERTISING EMPHASIS CHECKLIST

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

### *Preparation for the major requirements:*

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| <input type="checkbox"/> Minimum 45 units earned                                 | <input type="checkbox"/> Minimum 3.0 GPA <b>and</b> grades of C or better (C/NC not allowed) in following classes: |
| <input type="checkbox"/> Minimum 3.0 cumulative GPA                              | <input type="checkbox"/> JMS 200 Intro to Contemporary Media   |
| <input type="checkbox"/> Passing scores on the online EGUMPP assessment program. | <input type="checkbox"/> JMS 210 Social Media in the Digital Age   |
|  | <input type="checkbox"/> JMS 220 Writing for the Mass Media  |
|  | <input type="checkbox"/> JMS 250 Introduction to Intersectional Representation in the Media                        |

*Students not meeting the minimum requirements may petition to enter the major, based on eligibility requirements. See "Petition" tab in JMS Homeroom in Canvas.*

**\*\* 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

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

- JMS 310W Media Writing & Reporting
- JMS 315 Digital Media Principles and Design
- 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, 310W, and 315 w/ Cs or better required)*
- JMS 562 Advertising Creative  
*(Completion of 460, 462, 310W, and 315 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)*

**REQUIRED ELECTIVE COURSES**

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

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*Recommended but not required: JMS 490 (Advertising Internship) Prerequisite: Completion of Level 1 Courses*

**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? \_\_\_\_\_

Competency is required in one foreign language.

See "Graduation Requirements" in the General Catalog.

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.

Advising Notes:

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