Student: _____ ID #: _____ Advisor: _____

PLEASE PRINT PLAINLY

E-mail address: _____ Phone #: _____

University of Idaho
School of Journalism and Mass Media
www.class.uidaho.edu/jamm

ADVERTISING

2006 CATALOG
B.A. and B.S. degree requirements
(see other side for minors)

Students must have a minimum of 2.5 university GPA to graduate with a JAMM major

- Required courses can not be taken pass/fail. Electives can be pass/fail.
- Students must have completed a minimum of 58 credits to enroll in an upper division course (numbered 300 or above) offered by JAMM.
- Minor or area of emphasis must be in a degree or area other than JAMM.
- Students can take no more than 42 journalism and mass media credits toward the 128-credit degree requirement.
- Students must choose only one JAMM degree: Advertising, Journalism, Public. Relations or Radio/TV/Digtal Media Production.

University Core Requirements (see other side for State Board Core)

Communication (5 cr)

✓	Course	Term/Yr Taken	Grade
	ENGL 102 (3 cr)		
	COMM 101 (2 cr)		

Natural & Applied Science (7-8 cr)

✓	Course	Term/Yr Taken	Grade
	BIOL 102 (4 cr)		
	BIOL 111 (4 cr)		
	BIOL 112 (4 cr)		
	CHEM 100 (4 cr)		
	CHEM 101 (4 cr)		
	CHEM 111 (4 cr)		
	CHEM 112 (4 cr)		
	CORE Science (3 cr)		
	BIOL/ENT 211 (4 cr)		
	ENVS 101 (4 cr)		
	GEOG 100 (4 cr)		
	GEOL 101 (4 cr)		
	GEOL 102 (4 cr)		
	MMBB 154, 155 (4 cr)		
	PHYS 100 (4 cr)		
	PHYS 103 (4 cr)		
	PHYS 104 (4 cr)		
	PHYS 111 (4 cr)		
	PHYS 112 (4 cr)		
	PHYS 211 (4 cr)		
	PHYS 212 (4 cr)		

Math (3 cr)

✓	Course	Term/Yr Taken	Grade

General Core Studies

Core Discovery – Hum. or Soc. Sci.

✓	Course	Term/Yr Taken	Grade
	☐H ☐SS		
	☐H ☐SS		

International Course – Hum. or Soc. Sci.

	☐H ☐SS		
	☐H ☐SS		

Core Cluster Title:

Core Cluster Courses – 8 cr. minimum
Humanities or Social Science

	☐H ☐SS		
	☐H ☐SS		
	☐H ☐SS		
	☐H ☐SS		

Core Electives

Cluster courses chosen must
Cluster courses chosen must
All entering freshmen must take a full year of a core discovery course.
At least one cluster course must be upper division (300–400).

Total Hum: ☐ Total SS: ☐
Total GCS Credits: ☐

College of Letters, Arts & Social Sciences B.A. Requirements

Humanities (6 cr)

✓	Course	Term/Yr Taken	Grade

Social Sciences (3 cr)

✓	Course	Term/Yr Taken	Grade

Foreign Language (16 cr)

✓	Course	Term/Yr Taken	Grade

College of Letters, Arts & Social Sciences B.S. Requirements

Academic minor (not a JAMM minor), as specified in the UI catalog ***OR*** an ***approved*** area of emphasis of at least 18 credits outside of JAMM.

MINOR: _____

EMPHASIS: _____

✓	Course	Term/Yr Taken	Grade

School of Journalism and Mass Media Requirements

School of Journalism and Mass Media Introductory Courses

Successful completion of JAMM 100 & 121 with a C or better is required for enrollment in upper-division JAMM courses

✓	Intro Courses	Term/Yr Taken	Grade
	JAMM 100 (3 cr) Media & Society		
	JAMM 121 (3 cr) Media Writing		

✓	Capstone Courses	Term/Yr Taken	Grade
	JAMM 442 (3 cr) Media Law & Ethics		
	JAMM 445 (3 cr) History of Mass Media		

Concept Courses

✓	Take Two of These	Term/Yr Taken	Grade
	JAMM 340 (3 cr) Cultural Diversity & Media		
	JAMM 377 (3 cr) Documentary		
	JAMM 378 (3 cr) American TV Genres		
	JAMM 440 (3 cr) Culture & Mass Media		
	JAMM 443 (3 cr) Media Mgmt & Econ		
	JAMM 444 (3 cr) Mass Media/Pub Opinion		
	JAMM 449 (3 cr) Media Criticism		
	JAMM 490 (3 cr) Global Media		

9 elective JAMM credits
(3 credits of 300 or 400 level classes)

✓	Course	Term/Yr Taken	Grade

Advertising Major Requirements

✓	Course	Term/Yr Taken	Grade
	JAMM 265 (3 cr) Principles of Advertising		
	JAMM 361 (3 cr) Advertising Creativity		
	JAMM 364 (3 cr) Adverti. Media Planning		
	JAMM 466 (3 cr) Advertising Campaign Strat		
	JAMM 468 (3 cr) The Ad Agency		

Advertising majors are encouraged to apply for the advertising competition team (a spring semester class)

✓	Course	Term/Yr Taken	Grade
	JAMM 469 (3 cr) Ad Comp Team		

Experiental Courses

Maximum of 12 cr. can be earned from practicum, internship & directed study. You can earn a max of 6 internship cr.

✓	Experiental Courses	Term/Yr Taken	Grade
	JAMM 401 (1 cr) Practicum		
	JAMM 401 (1 cr) Practicum		
	JAMM 498 (___ cr) Internship		
	JAMM 498 (___ cr) Internship		
	JAMM 499 (___ cr) Directed Study		
	JAMM 499 (___ cr) Directed Study		
	JAMM 499 (___ cr) Directed Study		
	JAMM 499 (___ cr) Directed Study		

Notes

03/24/06 KC