Student: _____ ID #: _____ Adviser: _____

E-mail address: _____ Phone #: _____

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

ADVERTISING

2008 CATALOG
B.A. and B.S. degree requirements

Students must have a cumulative GPA of 2.5 or better 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 outside JAMM.
- Students can take no more than 48 JAMM credits toward the 128 credits required for a bachelor's degree.
- Students must choose only one JAMM degree: Advertising, Journalism, Public. Relations or Radio/TV/Digtal Media Production.

University Core Requirements (at least 36 credits)

Natural and 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

Communication (5 cr)

✓	COURSE	TERM/YR TAKEN	GRADE
	ENGL 102 (3 cr)		
	COMM 101 (2 cr)		

General Core Studies (GCS): 18 min cr

Core Discovery – Hum. or Soc. Sci.
All entering freshmen must take a full year of a core discovery course.

✓	COURSE	TERM/YR TAKEN	GRADE
	☐H ☐SS		
	☐H ☐SS		

International Course – Hum. or Soc. Sci.

✓	COURSE	TERM/YR TAKEN	GRADE
	☐H ☐SS		

Humanities and Social Science

✓	COURSE	TERM/YR TAKEN	GRADE
	☐H ☐SS		
	☐H ☐SS		

Additional GCS Courses

✓	COURSE	TERM/YR TAKEN	GRADE

Total credits in GCS courses _____

Notes

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

Advertising Major Requirements

Students must complete both JAMM 100 and JAMM 121 with a C or better before enrolling in upper-division JAMM courses

✓	JAMM INTRO COURSES	TERM/YR TAKEN	GRADE
	JAMM 100 (3 cr) Media and Society		
	JAMM 121 (3 cr) Media Writing		

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 379 (3 cr) H'wood Portrayals/Journalists		
	JAMM 440 (3 cr) Culture and Mass Media		
	JAMM 443 (3 cr) Media Mgmt/Economics		
	JAMM 444 (3 cr) Mass Media/Pub Opinion		
	JAMM 445 (3 cr) History of Mass Media		
	JAMM 465 (3 cr) Political Advertising		
	JAMM 490 (3 cr) Global Media		

9-15 elective JAMM credits

3 credits of 300- or 400-level classes. Max of 12 cr. practicum, internship, directed study

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) Adv Media Planning		
	JAMM 466 (3 cr) Ad Campaign Strategies		
	JAMM 468 (3 cr) The Ad Agency		

AD MAJORS ARE ENCOURAGED TO APPLY FOR ADVERTISING COMPETITION TEAM (A SPRING SEMESTER CLASS)

	JAMM 469 (3 cr) Ad Comp Team		

✓	CAPSTONE COURSES	TERM/YR TAKEN	GRADE
	JAMM 341 (3 cr) Mass Media Ethics		
	JAMM 448 (3 cr) Law of Mass Media		

CREDIT SUMMARY

Total JAMM credits _____
minimum of 42, must not exceed 48

Total natural sciences* and liberal arts** credits _____
(must be at least 65)

Total non-JAMM credits _____
(must be at least 80)

* includes math
** includes humanities & social sciences