

Student: \_\_\_\_\_

ID #: \_\_\_\_\_

Adviser: \_\_\_\_\_

E-mail address: \_\_\_\_\_@vandals.uidaho.edu

Phone #: \_\_\_\_\_

<b>University of Idaho</b> School of Journalism and Mass Media www.class.uidaho.edu/jamm	<h1 style="margin: 0;">ADVERTISING</h1>	<b>2009 CATALOG</b> B.A. and B.S. degree requirements
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**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 Broadcasting and Digital Media.

University Core Requirements (at least 36 credits)			
NATURAL AND APPLIED SCIENCE (7-8 CR)		COMMUNICATION (5 CR)	
<input checked="" type="checkbox"/>	<b>COURSE</b>	<b>TERM/YR TAKEN</b>	<b>GRADE</b>
	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)			
<input checked="" type="checkbox"/>	<b>COURSE</b>	<b>TERM/YR TAKEN</b>	<b>GRADE</b>
NOTES			

School of Journalism and Mass Media Requirements			
ADVERTISING MAJOR 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			
<input checked="" type="checkbox"/>	<b>JAMM INTRO COURSES</b>	<b>TERM/YR TAKEN</b>	<b>GRADE</b>
	JAMM 100 (3 cr) Media and Society		
	JAMM 121 (3 cr) Media Writing		
CONCEPT COURSES			
<input checked="" type="checkbox"/>	<b>TAKE TWO OF THESE</b>	<b>TERM/YR TAKEN</b>	<b>GRADE</b>
	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 Issues in 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		
AD MAJORS ARE ENCOURAGED TO APPLY FOR ADVERTISING COMPETITION TEAM (A SPRING SEMESTER CLASS)			
	JAMM 469 (3 cr) Adver. Competition Team I		
	JAMM 470 (3 cr) Adver. Competition Team II		
<input checked="" type="checkbox"/>	<b>CAPSTONE COURSES</b>	<b>TERM/YR TAKEN</b>	<b>GRADE</b>
	JAMM 341 (3 cr) Mass Media Ethics		
	JAMM 448 (3 cr) Law of Mass Media		

COLLEGE OF LETTERS, ARTS & SOCIAL SCIENCES B.A. REQUIREMENTS			
HUMANITIES (6 CR)			
<input checked="" type="checkbox"/>	<b>COURSE</b>	<b>TERM/YR TAKEN</b>	<b>GRADE</b>
SOCIAL SCIENCES (3 CR)			
<input checked="" type="checkbox"/>	<b>COURSE</b>	<b>TERM/YR TAKEN</b>	<b>GRADE</b>
FOREIGN LANGUAGE (16 CR)			
<input checked="" type="checkbox"/>	<b>COURSE</b>	<b>TERM/YR TAKEN</b>	<b>GRADE</b>

COLLEGE OF LETTERS, ARTS & SOCIAL SCIENCES B.S. REQUIREMENTS			
Academic minor (not a JAMM minor), as specified in the UI catalog <b>OR</b> an <b>approved</b> area of emphasis of at least 18 credits outside of JAMM.			
MINOR: _____			
EMPHASIS: _____			
<input checked="" type="checkbox"/>	<b>COURSE</b>	<b>TERM/YR TAKEN</b>	<b>GRADE</b>

9-15 ELECTIVE JAMM CREDITS			
3 CREDITS OF 300- OR 400-LEVEL CLASSES. MAX OF 12 CR. PRACTICUM, INTERNSHIP, DIRECTED STUDY			
<input type="checkbox"/>	<b>COURSE</b>	<b>TERM/YR TAKEN</b>	<b>GRADE</b>

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	