

SCHOOL OF JOURNALISM — Advertising

Upper Division Form 2016-2017

School of Journalism ▪ Middle Tennessee State University ▪ COMM 249
P.O. Box 64 ▪ Murfreesboro, TN 37132 ▪ Phone (615) 898-2814



Name: _____ ID Number _____
(last) (first) (middle initial) (middle initial)

Phone: _____ E-mail Address: _____

Application Instructions: **(1)** Fill out form with **BLACK Ink**. **(2)** List your grades for all completed courses and sign back of form. **(3)** Get signatures from the department coordinators of each minor. **(4)** Get signature from your major advisor. **(5)** Submit the completed form and Intent to Graduate to the School of Journalism (Bragg Bldg. 249) for Director’s approval. Incomplete forms will not be processed.

ADVERTISING CONCENTRATION				
Course			Grade	Remarks
SCHOOL OF JOURNALISM CORE (14 hours):				
JOUR 1020 American Media and Social Institutions				
JOUR 2710 Media Writing				
JOUR 2720 Digital Media Skills				
JOUR 3650 Free Expression, Mass Media, and the American Public				
JOUR 4880 Professional Development				
JOUR 3580 Practicum or JOUR 4000 Internship (Minimum 1 credit.)				
SCHOOL OF JOURNALISM WRITING/DESIGN (12 hours):				
VCOM 2950 Visual Communication Applications				
ADV 3170 Strategic Communication Writing for Advertising				
ADV 3160 Advertising Design and Visuals				
Choose One: PR 3360 Strategic Communication Writing for Public Relations,				
PR 3380 PR Publications, VCOM 3920 Information Web Design,				
VCOM 3930 Visual Storytelling for Journalism				
CONCEPTUAL REQUIREMENTS (9 hours):				
ADV 3020 Advertising Principles				
JOUR 4850 Ethics & Mass Communication				
ADV 3060 Issues in Advertising: Sexuality and Gender OR				
Approved Conceptual Electives in School of Journalism.				
RESEARCH REQUIREMENTS (6 hours)				
ADV 3480 Media Strategy and Buying				
JOUR 3660 Strategic Communication Research				
PROFESSIONAL TOPICS (3 hours):				
Choose One:				
ADV 4230 Case Studies in Strategic Communication OR				
ADV 4250 Interactive Advertising & Social Media OR				
Approved College of Media and Entertainment Elective				
SENIOR CAPSTONE (3 hours):				
ADV 4970 Advertising Campaigns				

GENERAL EDUCATION REQUIREMENTS				
Course		Course	Grade	Remarks
Communication (9 hours):				
Communication:		COMM 2200		
		ENGL 1010		
		ENGL 1020		
History (6 hours):				
Choose Two: HIST 2010, HIST 2020, HIST 2030		HIST		
		HIST		
Humanties/ Fine Arts (9 hours):				
Choose Three with different prefixes, one MUST be ENGL or HUM: ANTH 2210, ART 1030, ART 1920, DANC 1000, ENGL 2020 or ENGL 2030, HIST 1010, HIST 1020, HIST 1110, or HIST 1120, HUM 2610, MUS 1030, PHIL 1030, THEA 1030		ENGL/HUM		
Mathematics (3 hours):				
MATH 1010, 1530, 1630, 1710, 1720, 1730, 1810, or 1910		MATH		
Natural Sciences (8 hours):				
Choose Two with different prefixes: ASTR 1030/1031, BIOL 1030/1031, BIOL 1110/1111, BIOL 2010/2011, or BIOL 2020/2021, CHEM 1010/1011, CHEM 1030/1031, or CHEM 1110/1111, GEOL 1030/1031 or GEOL 1040/1041, PHYS 1110, PHYS 2010/2011, PHY 2110/2111, PSCI 1030/1031 or PSCI 1130/1131				
Social/ Behavioral Sciences (6 hours):				
Choose Two with different prefixes: AAS 2100, ANTH 2010, ECON 2410, GEOG 2000, GS 2010, HLTH 1530, HLTH 1531, JOUR/EMC/RI 1020, PS 1005, PS 1010, PSY 1410, RS 2030, SOC 1010, SOC 2010, WGST 2100				

MINOR REQUIREMENTS

All students must declare a minor from an area outside the School of Journalism or Department of Electronic Media Communication. It is recommended that you meet with a minor advisor or a member of the minor department prior to taking courses for your selected minor.

All minors require at least 3 upper level credits to be taken at MTSU.
NOTE: Students in the School of Journalism must complete 72 hours of coursework from outside JOUR or EMC courses.

MINOR ADVISORS: All minor requirements must be stated below before submitting form to School of Journalism.

Minor 1 (Non-SoJ or EMC)			
Course	Semester	Grade	Remarks
Total Required Hours in Minor			

Minor Advisor

Signature: _____

General Electives: Courses Not Used in Major or Minor			
Course	Semester	Grade	Remarks
Total Hours:			

Minor 2 (Optional, Non-SoJ or EMC)			
Course	Semester	Grade	Remarks
Total Required Hours in Minor			

Minor Advisor

Signature: _____

General Electives: Courses Not Used in Major or Minor			
Course	Semester	Grade	Remarks
Total Hours			

Graduation Requirements: Understanding Your 120 Hours

Without These Requirements You Cannot Graduate!

- * You must complete a minimum of 120 hours for a B.S. degree.
- * You must earn a grade of C or better in each course taken in the College of Media and Entertainment.
- * You must earn 42 hours of 3000/4000 level coursework, 30 of these hours must be taken at MTSU.
- * You must earn a minimum of 72 hours outside the College of Media and Entertainment; of those 72 hours, 50 hours must be in arts and sciences or liberal arts and at least 6 hours at a 3000 level and above.
- * You must earn 60 hours from a four-year institution.
- * You must meet the liberal arts and sciences - general education requirements for the university.

Student: _____

Major Advisor: _____

Director, School of Journalism: _____

Forms You Must Complete For Graduation

Submit in Order Listed

Candidacy Application: After 45 hours and required courses, complete with Advisor.
Upper Division Form: At the beginning of your Junior year, complete with Advisor.
Intent to Graduate: Complete and turn in with your Upper Division Form.

Date: _____

Date: _____

Date: _____