

ISU 2005-2007
B.A. DEGREE in ADVERTISING

Semester 1	FRESHMAN YEAR		Semester 2
First-Year Composition I - ENGL 104	3	First-Year Composition II - ENGL 105	3
Orientation to Journalism and Communication - JI MC 110	R	Library Instruction - LIB 160	0.5
Mass Media and Society - JI MC 101	3	Humanities Choice	3
Humanities Choice	3	International Perspective Choice	3
Natural Science Choice	3	Natural Science Choice	3
Social Science Choice	3	Elective	3
	<u>15</u>		<u>15.5</u>

Semester 3	SOPHOMORE YEAR		Semester 4
Advertising Principles – ADVRT 230	3	Reporting and Writing for the Mass Media – JI MC 201	3
Principles of Microeconomics - ECON 101	3	U.S. Diversity Choice	3
Foreign Language/Elective	4	Foreign Language/Elective	4
Natural Science Choice	2	Speech Comm - SP CM 212	3
Social Science Choice	3	Elective	1
	<u>15</u>		<u>14</u>

Semester 5	JUNIOR YEAR		Semester 6
Strategic Planning – ADVRT 301	3	Advertising Elective – 300 Level	3
Advertising Elective – 300 Level	3	Elective	3
DAC choice	3	Advertising Elective – 300 Level	3
Principles of Marketing - MKT 340	3	DAC Choice - 300/400 Level	3
Principles of Statistics - STAT 101	4	Humanities Choice	3
	<u>15-16</u>		<u>15</u>

SUMMER SESSION

Professional Media Internship - JL MC 499 3

Semester 7	SENIOR YEAR		Semester 8
Law of Mass Comm - JL MC 460	3	Advertising Campaigns - ADVRT 434	3
DAC Choice - 300/400 Level	3	435, or 436	
DAC Choice - 300/400 Level	3	JLMC Elective - 400 Level	3
Humanities Choice	3	DAC Choice - 300/400 Level	3
Elective – 300/400 Level	3	Elective - 300/400 Level	3
	<u>15</u>		<u>12</u>

(over)

Students in all ISU majors must complete a three-credit course in U.S. diversity and a three-credit course in international perspectives. Check (<http://www.iastate.edu/~registrar/courses/div-list.html>) for a list of approved courses. Discuss with your adviser how the two courses that you select can be applied to your graduation plan.

LAS majors require a minimum of 120 credits, **including a minimum of 45 credits at the 300/400 level**. Three of the required 45 300+ level credits must be earned in a general education group outside the group of the major. You must also complete the LAS foreign language requirement and any high school unmet admission requirements.

- ¹ Students should pass the departmentally administered English Usage Test (EUT) or have an ACT-E of 26 or higher in their freshman year.
This is a prerequisite for JI MC 201, Reporting and Writing for Mass Media.
- ² The Designated Area of Concentration (DAC) is a student-designed, adviser-approved group of courses taken outside the department that is designed to meet the student's professional and academic interests. Many students use the DAC to work toward the requirements for a second major or a minor.

05-07 Advertising.3/9/05