

Iowa State University
 College of Liberal Arts and Sciences
 Greenlee School of Journalism and Communication
 120.0 Credits Required

**2005-2007 ADVRT
 CURRICULUM SHEET**

Student Name: _____
 ISU ID: _____
 Adviser Name: _____

UNIVERSITY REQUIREMENTS-see http://www.iastate.edu/~registrar/courses/div-ip-guide.html		
	6 cr	Prereqs
International Perspectives		
U.S. Diversity		

BASIC EDUCATION		
	6.5 cr	Prereqs
Engl 104 (C or better) - <i>processed as Engl 150</i>	3	
Engl 105 (C or better) - <i>processed as Engl 250</i>	3	
Lib 160	0.5	

FOREIGN LANGUAGE-3+ yrs. in H.S.=waived / <3 yrs. in H.S.=see advisor		

LIBERAL ARTS AND SCIENCE GENERAL ED. REQUIREMENTS-see www.las.iastate.edu/academics/generaleducation/index.shtml		

GROUP I-ARTS AND HUMANITIES		
	12 cr	Prereqs

GROUP II- VERBAL COMMUNICATIONS		
	2 cr	Prereqs

GROUP IIIA- MATHEMATICAL DISCIPLINES		
	3 cr	Prereqs

GROUP IIIB- NATURAL SCIENCES		
	8 cr	Prereqs

GROUP IV-SOCIAL SCIENCE <i>two disciplines must be represented</i>		
	9 cr	Prereqs

PRE-ADVERTISING CORE		
	9 cr	Prereqs
Jl MC 101 Mass Media and Society	3	
Jl MC 110 Orientation of Jl MC and ADVRT	R	
Jl MC 201 Reporting & Writing for Mass Media-C+ or better req.	3	
ADVRT 230 Advertising Principles	3	

ADVERTISING CORE		
	15 cr	Prereqs
ADVRT 301 Strategic Planning	3	
ADVRT 434, 435, or 436 Advrt. Campaign./Portfolio	3	
Jl MC 460 Law of Mass Communication	3	
Jl MC 400 - (401, 406, 453, 454, 461, 462, 464, 474, 476, 477)	3	
Jl MC 499 Professional Media Internship	3	

300 Level ADVRT/Jl MC Electives--(See approved list on back)		
	9 cr	Prereqs
	3	
	3	
	3	
OTHER Jl MC/ADVRT ELECTIVES (OPTIONAL)		

A minimum of 33 credits and a maximum of 40 credits are allowed in Jl MC/ADVRT courses.
 A minimum 2.0 cum GPA in the major is required.

DESIGNATED AREA OF CONCENTRATION-DAC		
	24 cr	Prereqs
The DAC is a student-designed, adviser-approved grouping of courses outside Jl MC and ADVRT. The DAC requires a minimum of 24 credits of which 15 credits are 300+ level.		
10-Credit Requirement		
Stat 101 (may be dual listed in group IIIA)		
Sp Cm 212 (may be dual listed in group II)	3	
Mkt 340 (prerequisite is Econ 101)	3	
15-Credit Option – outside the Greenlee School		
DAC Title:		

Remaining credits sufficient to complete graduation requirements for a minimum of 120 credits.

