

**ISU 2009-2011**  
**B.A. DEGREE in ADVERTISING**

Recommended timeline for successful completion of a degree in four years.

Semester 1	FRESHMAN YEAR		Semester 2
ENGL 150 – Critical Thinking and Communication	3	Econ 101 – Principles of Microeconomics	3
Jl MC 110 – Orientation to Journalism and Communication	R	Lib 160 – Library Instruction	0.5
Jl MC 101 – Mass Media and Society	3	Arts and Humanities	3
Arts and Humanities	3	International Perspectives	3
Natural Science	3	Natural Science	3
Social Science	3	Elective	3
	<u>15</u>		<u>15.5</u>

Semester 3	SOPHOMORE YEAR		Semester 4
Advrt 230 – Advertising Principles	3	Jl MC 201 – Reporting and Writing for the Mass Media	3
Engl 250 – Written, Oral, Visual and Electronic Composition	3	Arts and Humanities	3
Foreign Language or Elective	4	Foreign Language or Elective	4
Natural Science	2	Sp Cm 212 – Fundamentals of Public Speaking	3
Social Science	3	Elective	1
	<u>15</u>		<u>14</u>

Semester 5	JUNIOR YEAR		Semester 6
Advrt 301 – Strategic Planning	3	Advrt 334 or 336 – Advertising Creativity	3
Advrt Recommendation – 300-level	3	OR Advertising Account Management	
DAC	3	DAC	3
Mkt 340 – Principles of Marketing	3	Advrt Recommendation – 300-level	3
Stat 101 – Principles of Statistics	4	DAC – 300+	3
	<u>16</u>	Arts and Humanities	3
			<u>15</u>

**SUMMER SESSION**

Jl MC 499 – Professional Media Internship 3

Semester 7	SENIOR YEAR		Semester 8
Jl MC 460 – Law of Mass Communication	3	Advrt 434, 435 OR 436 – Advertising Campaigns, Competition OR Portfolio	3
DAC – 300+	3	Jl MC Recommendation – 400-level	3
DAC – 300+	3	DAC – 300+	3
U.S. Diversity – 300+	3	DAC	3
Elective – 300+	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.

LAS majors require a minimum of 120 credits, **including a minimum of 45 credits at the 300-level and above**. You must also complete the LAS foreign language requirement and any high school unmet admission requirements.

<sup>1</sup> Students must pass the School administered English Usage Test (EUT) in accordance with the following guidelines:

Students entering the School as freshmen pre-advertising or pre-journalism and mass communication majors, whose entrance is not accompanied by a pre-entrance score on the ACT-E of 26 or higher, or an SAT-V score of 590 or higher, will have one calendar year from the start of their first term as a Pre-Advrt or Pre-JI MC major to meet the requirement for the English Usage Test.

Students entering the School as transfer students, either from other institutions or from within Iowa State, must pass the School's English Usage Test or provide evidence of having received a score on the ACT-E of 26 or higher, or SAT-V of 590 or higher, by the end of their second full academic term in the School as a pre-major.

<sup>2</sup> Advrt majors need a broad-based academic background that the School seeks to ensure by requiring a Designated Area of Concentration (DAC) made up of 21 credits with at least 12 credits from the 300-level or above of coursework outside Greenlee. The DAC is a secondary area of expertise made up of courses selected and designed by the student, with adviser approval, to complement the student's academic and career interests. A second major outside of Advrt or JI MC may substitute for the DAC.