

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

**2009-2011 Advrt
 CURRICULUM SHEET**

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

UNIVERSITY REQUIREMENTS		
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 150 (C or better)	3	
Engl 250 (C or better)	3	
Lib 160	0.5	

COLLEGE OF LIBERAL ARTS AND SCIENCES REQUIREMENTS		
FOREIGN LANGUAGE- waived with 3+ years in high school		
LIBERAL ARTS AND SCIENCES GENERAL EDUCATION REQUIREMENTS www.las.iastate.edu/academics/generaleducation/index.shtml		
ARTS AND HUMANITIES		
	12 cr	Prereqs
MATHEMATICAL DISCIPLINES		
	3 cr	Prereqs
Stat 101 recommended		
NATURAL SCIENCES		
	8 cr	Prereqs
SOCIAL SCIENCES		
	9 cr	Prereqs
Econ 101 Recommended		

Note: An Associate of Arts (AA) degree from a public Iowa community college substitutes for the General Education Requirements of the LAS College.

ADVERTISING MAJOR		
A minimum of 33 credits and a maximum of 40 credits are allowed in JI MC or Advrt courses. A minimum 2.0 cum GPA in the major is required.		
PRE-Advrt REQUIREMENTS		
	9 cr	Prereqs
JI MC 101 Mass Media and Society	3	
JI MC 110 Orientation to Journalism and Communication	R	
JI MC 201 Reporting and Writing for Mass Media (C+ or better)	3	
Advrt 230 Advertising Principles	3	
ADVERTISING MAJOR REQUIREMENTS		
	15 cr	Prereqs
Advrt 301 Strategic Planning for Advrt and PR	3	
Advrt 334 OR 336 (C+ or better)	3	
JI MC or Advrt 300-level Recommendation	3	
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Advrt 434, 435 OR 436 Advrt Campaigns or Portfolio	3	
REQUIREMENTS OF ALL MAJORS		
	9 cr	Prereqs
ONE OF JI MC 401, 406, 453, 454, 461, 462, 464, 474, 476 OR 477	3	
JI MC 460 Law of Mass Communication	3	
JI MC 499 Professional Media Internship	3	
JI MC or Advrt ELECTIVES (OPTIONAL)		

COMPLEMENTARY AREA		
Stat 101 (may dual-list with mathematical disciplines)	4	
Sp Cm 212	3	
Mkt 340 (prerequisite Econ 101)	3	

DESIGNATED AREA OF CONCENTRATION (DAC)		
	21 cr	Prereqs
The DAC is a student-designed, adviser-approved secondary area of expertise outside JI MC and Advrt. The DAC requires a minimum of 21 credits of which 12 credits are 300+ level.		
DAC Title:		

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

