

University of Idaho
 School of Journalism and Mass Media
 www.class.uidaho.edu/jamm

ADVERTISING

2013 CATALOG
 B.A. and B.S degree requirements

- This checklist is intended as a guide. Please refer to the online degree audit to determine compliance with degree requirements.
- All JAMM degrees require a cumulative GPA of at least 2.5. Please consult with your advisor if your GPA is below 2.5.

General Education Requirements			
Please consult the University catalog for a full list of courses that satisfy core requirements in each area.			
Communications (5 Cr.)			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
	ENGL 102 (3 cr)		
	COMM 101 (2 cr)		
Math, Stats., or Comp. Sci. (3 Cr.)			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
Natural and Applied Science (7-8 cr.)			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
	BIOL 102/102L (4 cr)		
	BIOL 115 (4 cr)		
	BIOL 116 (4 cr)		
	CHEM 101 or 111 (4 cr)		
	CHEM 112 (5 cr)		
	CORS Sci (3 or 4 cr)		
	ENVS 101 & 102 (4 cr)		
	GEOG 100 (4 cr)		
	GEOL 101 (4 cr)		
	GEOL 102 (4 cr)		
	PHYS 100 (4 cr)		
	PHYS 103 & 104 (4 cr)		
	PHYS 111 (4 cr)		
	PHYS 112 (4 cr)		
College of Letters, Arts & Social Sciences B.S. Requirements			
Academic minor (outside of JAMM), as specified in the UI catalog OR an approved area of emphasis of at least 18 credits outside of JAMM			
MINOR: _____			
EMPHASIS: _____			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade

Notes on Gen. Ed.:

School of Journalism and Mass Media Requirements			
General Core Studies (18 Cr.)			
Integrated Seminar (3 cr.)			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
Humanities (6 cr.)			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
Social Sciences (6 cr.)			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
International Course *			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
American Diversity			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
Great Issues (1 cr)			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
	ISEM 301		
Senior Experience			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
* may be fulfilled with an approved Study Abroad experience.			
College of Letters, Arts & Social Sciences B.A. Requirements			
Humanities (6 cr.)			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
Social Sciences (3 cr.)			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
Foreign Language (16 cr.)			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
Introductory Courses			
Students must complete both JAMM 100 and JAMM 121 with a C or better before enrolling in any other JAMM courses			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
	JAMM 100 (3cr) Media and Society		
	JAMM 121 (3 cr) Media Writing		
Concept Courses			
<input checked="" type="checkbox"/>	Take 2 of these	Term/Yr. taken	Grade
	JAMM 339 (3 cr) Crime and the Media		
	JAMM 340 (3 cr) Cultural Divers./Media		
	JAMM 378 (3 cr) American TV Genres		
	JAMM 379 (3 cr) H'wood Journalists		
	JAMM 440 (3 cr) Crit. Iss. Mass Media		
	JAMM 443 (3 cr) Media Mgmt/Econ.		
	JAMM 444 (3 cr) Mass Media/Pub Opinion		
	JAMM 445 (3 cr) Hist.of Mass Media		
	JAMM 465 (3 cr) Political Advert.		
	JAMM 477 (3 cr) Documentary Film		
	JAMM 490 (3 cr) Global Media		
JAMM Elective Courses			
6-9 credits maximum			
3 credits must be upper division			
Includes Practicum, Internship, Directed Study			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
Advertising Major Requirements			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
	JAMM 265 (3 cr) Prin. of Advert.		
	JAMM 361 (3 cr) Advert. Creativity		
	JAMM 364 (3 cr) Adv Media Plan.		
	JAMM 466 (3 cr) Ad Campaign Strat.		
	JAMM 468 (3 cr) The Ad Agency		
OPTIONAL			
Advertising Competition Team			
Spring semester only - applications taken during fall semester (can be repeated once for credit)			
<input type="checkbox"/>	JAMM 469 (3 cr) Ad. Comp. Team		
JAMM Capstone Courses			
<input checked="" type="checkbox"/>	COURSE	Term/Yr. taken	Grade
	JAMM 341 (3 cr) Mass Media Ethics		
	JAMM 448 (3 cr) Law of Mass Media (Seniors only)		
CREDIT SUMMARY			
Total Natural Sciences, Math, Humanities, Social Sciences, American Diversity, and International credits: _____ (must be at least 60)			
Additional credits outside of JAMM (at least 15) _____			
Total PE activity credits: _____			
No more than 8 credits may be counted towards the 120 required for the JAMM degree.			

- Notes:**
1. Required courses cannot be taken Pass/Fail.
 2. Students much choose only one JAMM major; consult with your advisor about electives to match your career goals.
 3. For a B.S., minor or area of emphasis *must* be outside of JAMM.
 4. Please refer to your degree audit to verify compliance with required credits outside of JAMM.
 5. Students from other UI college and departments may not transfer to JAMM until their cumulative GPA is at least 2.5.
 6. An area of emphasis must be approved by your advisor and be from no more than two related subject areas (i.e., sociology and anthropology).