Student:_____ ID #:_____ Advisor:_____

E-mail address:_____ @vandals.uidaho.edu Phone:_____

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

ADVERTISING

2012 CATALOG
B.A. and B.S degree requirments

- 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.

University Core Requirments

Please consult the University catalog for a full list of courses that satisfy core requirements in each area.

Communications (5 Cr.)

✓	COURSE	Term/Yr. taken	Grade
	ENGL 102 (3 cr)		
	COMM 101 (2 cr)		

Math, Stats., or Comp. Sci. (3 Cr.)

✓	COURSE	Term/Yr. taken	Grade

Natural and Applied Science (7-8 cr.)

✓	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)		

General Core Studies (18 Cr.)

Integrated Seminar (3 cr.)

✓	COURSE	Term/Yr. taken	Grade

Humanities (6 cr.)

✓	COURSE	Term/Yr. taken	Grade

Social Sciences (6 cr.)

✓	COURSE	Term/Yr. taken	Grade

International Course *

✓	COURSE	Term/Yr. taken	Grade

American Diversity

✓	COURSE	Term/Yr. taken	Grade

Great Issues (1 cr)

✓	COURSE	Term/Yr. taken	Grade

Senior Experience

✓	COURSE	Term/Yr. taken	Grade

* may be fulfilled with an approved Study Abroad experience.

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: _____

✓	COURSE	Term/Yr. taken	Grade

College of Letters, Arts & Social Sciences B.A. Requirements

Humanities (6 cr.)

✓	COURSE	Term/Yr. taken	Grade

Social Sciences (3 cr.)

✓	COURSE	Term/Yr. taken	Grade

Foreign Language (16 cr.)

✓	COURSE	Term/Yr. taken	Grade

School of Journalism and Mass Media Requirments

Introductory Courses

Students must complete both JAMM 100 and JAMM 121 with a C or better before enrolling in any other JAMM courses

✓	COURSE	Term/Yr. taken	Grade
	JAMM 100 (3cr) Media and Society		
	JAMM 121 (3 cr) Media Writing		

Concept Courses

✓	Take 2 of these	Term/Yr. taken	Grade
	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

Inlcudes Practicum, Internship, Directed Study

✓	COURSE	Term/Yr. taken	Grade

Advertising Major Requirements

✓	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)

	JAMM 469 (3 cr) Ad. Comp. Team		

JAMM Capstone Courses

✓	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 JAMM credits: _____
(minimum of 39, must not exceed 45)

Total Natural Sciences, Math, Humanities, Social Sciences, American Diversity, and International credits: _____ (must be at least 61)

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).