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

JAMM Minors

☞ 2008 Catalog ☜

Note: you cannot major and minor in JAMM

Advertising

JAMM 100 (3 cr) Media and Society
JAMM 121 (3 cr) Media Writing
JAMM 265 (3 cr) Principles of Advertising
JAMM 361 (3 cr) Advertising Creativity
AT LEAST TWO OF THE FOLLOWING COURSES
JAMM 341 (3 cr) Mass Media Ethics
JAMM 364 (3 cr) Advertising Media Planning
JAMM 444 (3 cr) Mass Media and Public Opinion
JAMM 448 (3 cr) Law of Mass Media
JAMM 465 (3 cr) Political Advertising
JAMM 468 (3 cr) The Advertising Agency

Journalism

JAMM 100 (3 cr) Media and Society
JAMM 121 (3 cr) Media Writing
JAMM 225 (3 cr) Reporting
JAMM 448 (3 cr) Law of Mass Media
PLUS 2 THREE-CREDIT JOURNALISM COURSES TO MEET SPECIFIC CAREER GOALS
JAMM _____ (3 cr)
JAMM _____ (3 cr)

Public Relations

JAMM 100 (3 cr) Media and Society
JAMM 121 (3 cr) Media Writing
JAMM 252 (3 cr) Principles of Public Relations
JAMM 341 (3 cr) Mass Media Ethics
PLUS 2 THREE-CREDIT PUBLIC RELATIONS COURSES TO MEET SPECIFIC CAREER GOALS
JAMM _____ (3 cr)
JAMM _____ (3 cr)

Radio/TV/Digital Media Production

JAMM 100 (3 cr) Media and Society
JAMM 121 (3 cr) Media Writing
JAMM 270 (3 cr) Principles of Radio and Television
JAMM 275 (3 cr) Intro to Video/TV/Digital Media Prod
PLUS 2 THREE-CREDIT RADIO, TV OR DIGITAL MEDIA COURSES TO MEET SPECIFIC CAREER GOALS
JAMM _____ (3 cr)
JAMM _____ (3 cr)

Notes

03/28/08 KC