

Degree Requirement: 120 units
(All University GE/Requirements + Major Requirements)

SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS
OFFICE: DBH 105 | PHONE: (408) 924-3240 | ZIP: 0055

SJSU ID _____ LAST NAME _____ FIRST NAME _____ PHONE _____

EMAIL ADDRESS _____ PROPOSED GRAD. DATE (SEM. & YR.) _____ SPECIALIZATION* / MINOR* _____

GE Courses in Preparation for the Major and Support Courses

SUBJECT & COURSE #	SUBSTITUTION?	SJSU or EXTERNAL?	TERM & YEAR	GRADE	UNITS	NOTES
STAT 95 (NOT required for CREATIVE option)					3	UNVS 015F and UNVS 015S may be used in lieu of this statistics course.
MCOM 63 (NOT required for CREATIVE option)					3	
ENGL 71 (Required for CREATIVE option ONLY)					3	
ART elective (Req for CREATIVE option ONLY)					3	
MCOM 100W (Z)					3	

Required CORE Courses for ADVERTISING MAJOR (8 classes = 24 units)

SUBJECT & COURSE #	SUBSTITUTION?	SJSU or EXTERNAL?	TERM & YEAR	GRADE	UNITS	NOTES
ADV 91					3	
ADV 121					3	
ADV 128					3	FOR CREATIVE ONLY: ASK ADVISOR/JMC OFFICE FOR ADD CODE
ADV 129					3	By invitation, you are able to substitute ADV 129 with MCOM 199A.
MCOM 70					3	
MCOM 104					3	
MCOM 111					3	By invitation, you are able to substitute MCOM 111 with MCOM 199B.
MCOM 170					3	

ADVERTISING OPTIONS (Please select only one track.)

^Fcourse only offered Fall semester
^Scourse only offered Spring semester

Select ONE of the advertising options for the major listed below by checking the corresponding box, then plan to complete the respective courses for your selected option.

<input type="checkbox"/> MARCOM	<input type="checkbox"/> CREATIVE	<input type="checkbox"/> MANAGEMENT						
JOUR 61	ADV 93 ^F Fall only	ADV 93 ^F Fall only					3	
ADV 126	ADV 94 ^S Spring only	ADV 122					3	FOR CREATIVE ONLY: ADV 94 has prerequisite ADV 93 and ADV 91
BUS2 130	ADV 95	ADV 123					3	
BUS5 146	ADV 124	ADV 126					3	
MCOM 175 ^F Fall only	ADV 130 ^F Fall only	BUS2 130					3	
PR 99	ADV 131 ^S Spring only	BUS5 146					3	
PR 190	ADV 132	MCOM 175 ^F Fall only					3	
PR 191	N/A	N/A					3	Creative and Management track don't need another course in this section

ADVERTISING ELECTIVES

*repeatable for course credit

Choose appropriate (advisor approved) electives from JOUR/ADV/MCOM/PR courses, depending on which advertising option (MARCOM / CREATIVE / MANAGEMENT) you selected above. Note that the MARCOM option requires ONE elective, the CREATIVE option requires ONE electives, and the MANAGEMENT option requires ONE elective.

Journalism	JOUR 134	JOUR 136	JOUR 137	JOUR 138	JOUR 140A*	JOUR 140B*	JOUR 140C*
	JOUR 140D*	JOUR 144	JOUR 153	JOUR 155	JOUR 176A	JOUR 176B	
Advertising	ADV 93 ^F Fall only	ADV 94 ^S Spring only	ADV 95	ADV 116	ADV 122	ADV 123	
	ADV 124	ADV 126	ADV 127	ADV 130 ^F Fall only	ADV 131 ^S Spring only	ADV 132	
Mass Communication	MCOM 70	MCOM 104	MCOM 105	MCOM 106	MCOM 107		
	MCOM 108	MCOM 139*	MCOM 175 ^F Fall only	MCOM 180*	MCOM 180ITL		
Public Relations	PR 99	PR 190	PR 191				

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MAJOR ADVISOR'S PRINTED NAME _____

SIGNATURE _____

DATE _____

SCHOOL DIRECTOR'S PRINTED NAME _____

SIGNATURE _____

DATE _____