



### Advertising Major 584-205

2009-2010 Catalogue

Understanding the objectives, message concepts, and strategies which underlie advertising is the goal of this sequence. Students are prepared to conduct research, establish goals, create messages and implement plans. Students must complete the required courses below, plus nine credits of CJ electives.

Course	Course Title	Credits	Requirements
CJ 105	Communication in the Information Age	3	
CJ 265	Fundamentals of Advertising	3	
CJ 300	Research Methods	3	Completion of 45+ credits; C or above in CJ 105 and <b>one</b> of the following: CJ 201, 222, 241, 250, 265, 270; 2.5 GPA
CJ 362	Advertising Media Planning	3	C or above in CJ 105, 265 and 300; 2.5 GPA
CJ 365	Advertising Writing and Design	3	C or above in CJ 105, 265 and 300; 2.5 GPA
CJ 412	Mass Media Ethics	3	Junior; 2.5 GPA
CJ 414	Mass Media Law	3	C or above in CJ 300; 2.5 GPA
CJ 466	Advertising Campaigns	3	C or above in CJ 300, 362, and 365; 2.5 GPA
CJ 469	Advanced Advertising Studies (Capstone)	3	Senior; C or above in CJ 265, 300, 362, and 365; prior completion of or concurrent enrollment in 466; 2.5 GPA

- PLUS 9 credits of electives in CJ courses.
- All CJ upper division courses require a minimum 2.5 GPA.
- All CJ majors and minors must take CJ 202 to satisfy the GE-IA requirement.



## Advertising Minor 584-405

2009-2010 Catalogue

Understanding the objectives, message concepts, and strategies which underlie advertising is the goal of this sequence. Students are prepared to conduct research, establish goals, create messages and implement plans.

Course	Course Title	Credits	Requirements
CJ 105	Communication in the Information Age	3	
CJ 265	Fundamentals of Advertising	3	
CJ 300	Research Methods	3	Completion of 45+ credits; C or above in CJ 105 and <b>one</b> of the following: CJ 201, 222, 241, 250, 265, 270; 2.5 GPA
CJ 362	Advertising Media Planning	3	C or above in CJ 105, 265 and 300; 2.5 GPA
CJ 365	Advertising Writing and Design	3	C or above in CJ 105, 265 and 300; 2.5 GPA
CJ 412	Mass Media Ethics	3	Junior; 2.5 GPA
CJ 414	Mass Media Law	3	C or above in CJ 300; 2.5 GPA
CJ 466	Advertising Campaigns	3	C or above in CJ 300, 362, and 365; 2.5 GPA

- All CJ upper division courses require a minimum 2.5 GPA.
- All CJ majors and minors must take CJ 202 to satisfy the GE-IA requirement.