

JOURNALISM (ADVERTISING CONCENTRATION), B.A.

Requirements for a Concentration in Advertising

Code	Title	Hours
Concentration Requirements		
Twenty-seven semester hours including the following:		
JOU 3321	Advertising Copywriting	3
JOU 3367	Principles of Advertising and Public Relations	3
JOU 3369	Media Design	3
JOU 3374	Public Relations Writing	3
or JOU 3375	Advanced Reporting and Writing	
or JOU 3389	Magazine and Feature Writing	
JOU 4315	Strategic Communications Research	3
JOU 4320	Advertising Management	3
JOU 4380	Law and Ethics of Journalism	3
Six semester hours of JOU courses ¹		6
Total Hours		27

¹ Not to include JOU 3372 Writing for Media Markets