

# ADVERTISING (B.A. OR B.S.)

Required course work includes the university requirements (see regulation J-3 (<https://catalog.uidaho.edu/general-requirements-academic-procedures/j-general-requirements-baccalaureate-degrees/#j3>)) and the following:

Code	Title	Hours
School of Journalism and Mass Media Core ( <a href="https://catalog.uidaho.edu/colleges-related-units/letters-arts-social-sciences/journalism-mass-media/curricular-requirements/">https://catalog.uidaho.edu/colleges-related-units/letters-arts-social-sciences/journalism-mass-media/curricular-requirements/</a> )		28
Major Requirements		15
<b>Total Hours</b>		<b>43</b>

## Major Requirements

Code	Title	Hours
JAMM 2520	Introduction to Strategic Communications	3
JAMM 2670	Introduction to Media Design	3
JAMM 3610	Advertising Creativity	3
JAMM 4660	Media Campaign Strategy	3
One from the following:		3
JAMM 3670	Social Media Management	
JAMM 4680	Advanced Media Design	
JAMM 4600	Advertising Commercial Production	
<b>Total Hours</b>		<b>15</b>

Advertising majors are encouraged to apply for the Advertising Competition Team, JAMM 4690.

Courses to total 120 credits for this degree

## Advertising (B.A.)

Fall Term 1	Hours
COMM 1101 Fundamentals of Oral Communication	3
ENGL 1101 Writing and Rhetoric I	3
JAMM 1000 Media and Society	3
CHIN 1010 OR FREN 1101 OR GERM 1101 OR JAPN 1010 OR AIST 1010 OR SPAN 1101	4
Mathematical Ways of Knowing Course	3
<b>Hours</b>	<b>16</b>
<b>Spring Term 1</b>	
ENGL 1102 Writing and Rhetoric II	3
CHIN 1020 OR FREN 1102 OR GERM 1102 OR JAPN 1020 OR SPAN 1102	4
Scientific Ways of Knowing Course	4
American Experience Course	3
<b>Hours</b>	<b>14</b>
<b>Fall Term 2</b>	
JAMM 1210 Media Writing	3
JAMM 1220 Content Creation	3
CHIN 2010 OR FREN 2010 OR GERM 2010 OR JAPN 2010 OR SPAN 2010	4
Scientific Ways of Knowing Course	4
Elective Course	1
<b>Hours</b>	<b>15</b>
<b>Spring Term 2</b>	
JAMM 2520 Introduction to Strategic Communications	3
CHIN 2020 OR FREN 2020 OR GERM 2020 OR JAPN 2020 OR SPAN 2020	4
Humanistic and Artistic Ways of Knowing Course	3
Social and Behavioral Ways of Knowing Course	3

Elective Course	2
<b>Hours</b>	<b>15</b>
<b>Fall Term 3</b>	
JAMM 2670 Introduction to Media Design	3
JAMM, Major Elective Course	3
B.A. Course Requirement	3
Humanistic and Artistic Ways of Knowing Course	3
Elective Course	3
<b>Hours</b>	<b>15</b>
<b>Spring Term 3</b>	
JAMM 3610 Advertising Creativity	3
JAMM 3400 OR JAMM 4410 OR JAMM 4450 OR JAMM 4460 OR JAMM 4900	3
JAMM, Major Elective Course	3
Social & Behavioral Ways of Knowing Course	3
Elective Course	3
<b>Hours</b>	<b>15</b>
<b>Fall Term 4</b>	
JAMM 3420 Media Research & Analytics	3
JAMM 4660 Media Campaign Strategy	3
JAMM 3400 OR JAMM 4410 OR JAMM 4450 OR JAMM 4460 OR JAMM 4900	3
B.A. Course Requirement	3
B.A. Course Requirement	3
<b>Hours</b>	<b>15</b>
<b>Spring Term 4</b>	
JAMM 4480 Law of Mass Media	3
JAMM 4680 OR JAMM 4600 OR JAMM 3670	3
International Course	3
Elective Course	3
Elective Course	3
<b>Hours</b>	<b>15</b>
<b>Total Hours</b>	<b>120</b>

## Advertising (B.S.)

Fall Term 1	Hours
COMM 1101 Fundamentals of Oral Communication	3
ENGL 1101 Writing and Rhetoric I	3
JAMM 1000 Media and Society	3
Mathematical Ways of Knowing Course	3
Humanistic and Artistic Ways of Knowing Course	3
<b>Hours</b>	<b>15</b>
<b>Spring Term 1</b>	
ENGL 1102 Writing and Rhetoric II	3
American Experience Course	3
Scientific Ways of Knowing Course	4
Social and Behavioral Ways of Knowing Course	3
Elective Course	1
<b>Hours</b>	<b>14</b>
<b>Fall Term 2</b>	
JAMM 1210 Media Writing	3
JAMM 1220 Content Creation	3
International Course	3
Scientific Ways of Knowing Course	4
Social and Behavioral Ways of Knowing Course	3
<b>Hours</b>	<b>16</b>
<b>Spring Term 2</b>	
JAMM 2520 Introduction to Strategic Communications	3
Humanistic and Artistic Ways of Knowing Course	3
Elective Course	3
Elective Course	3
Elective Course	3
<b>Hours</b>	<b>15</b>

## 2 Advertising (B.A. or B.S.)

<b>Fall Term 3</b>		
JAMM 2670	Introduction to Media Design	3
JAMM, Major Elective Course		3
B.S. Course Requirement		3
B.S. Course Requirement		3
Elective Course		3
<b>Hours</b>		<b>15</b>
<b>Spring Term 3</b>		
JAMM 3610	Advertising Creativity	3
JAMM 3400 OR JAMM 4410 OR JAMM 4450 OR JAMM 4460 OR JAMM 4900		3
JAMM, Major Elective Course		3
B.S. Course Requirement		3
B.S. Course Requirement		3
<b>Hours</b>		<b>15</b>
<b>Fall Term 4</b>		
JAMM 3420	Media Research & Analytics	3
JAMM 4660	Media Campaign Strategy	3
JAMM 3400 OR JAMM 4410 OR JAMM 4450 OR JAMM 4460 OR JAMM 4900		3
Elective Course		3
Elective Course		3
<b>Hours</b>		<b>15</b>
<b>Spring Term 4</b>		
JAMM 4480	Law of Mass Media	3
JAMM 3670 OR JAMM 4680 OR JAMM 4600		3
Elective Course		3
Elective Course		3
Elective Course		3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120</b>

2. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
3. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
4. Apply basic numerical and statistical concepts
5. Apply tools and technologies appropriate for the communications professions in which they work

The degree map is a guide for the timely completion of your curricular requirements. Your academic advisor or department may be contacted for assistance in interpreting this map. This map is not reflective of your academic history or transcript and it is not official notification of completion of degree or certificate requirements. Please contact the Registrar's Office regarding your official degree/certificate completion status.

The School of Journalism and Mass Media curriculum for Advertising enables our students to learn the values and skills that will prepare them for work and citizenship in a diverse and global society.

### JAMM Values

1. Apply the principles and laws of freedom of speech and press in a global context and in the United States
2. Demonstrate an understanding of the multicultural history and role of professionals, individuals and institutions in shaping communications
3. Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in gender, race, ethnicity, sexual orientation and ability, domestically and globally, across communication and media contexts
4. Understand concepts and apply theories in the use and presentation of images and information
5. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

### JAMM Skills

1. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work