

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 (https://catalog.uidaho.edu/colleges-related-units/letters-arts-social-sciences/journalism-mass-media/curricular-requirements/)	28
	Major Requirements	15
	Total Hours	43

Major Requirements

Code	Title	Hours
JAMM 252	Introduction to Strategic Communications	3
JAMM 267	Introduction to Media Design	3
JAMM 367	Social Media Management and Analytics	3
JAMM 466	Media Campaign Strategy	3
JAMM 468	Advanced Media Design	3
	Total Hours	15

Advertising majors are encouraged to apply for the Advertising Competition Team, JAMM 469.

Courses to total 120 credits for this degree

Advertising (B.A.)

Fall Term 1		Hours
COMM 101	Fundamentals of Oral Communication	3
ENGL 101	Writing and Rhetoric I	3
JAMM 100	Media and Society	3
	Mathematical Ways of Knowing Course	3
	CHIN 101 OR FREN 101 OR GERM 101 OR JAPN 101 OR AIST 101 OR SPAN 101	4
	Hours	16
Spring Term 1		
ENGL 102	Writing and Rhetoric II	3
	Scientific Ways of Knowing Course	4
	American Diversity Course	3
	CHIN 102 OR FREN 102 OR GERM 102 OR JAPN 102 OR SPAN 102	4
	Hours	14
Fall Term 2		
JAMM 121	Media Writing	3
JAMM 122	Content Creation	3
	Scientific Ways of Knowing Course	4
	Social and Behavioral Ways of Knowing Course	3
	CHIN 201 OR FREN 201 OR GERM 201 OR JAPN 201 OR SPAN 201	4
	Hours	17
Spring Term 2		
JAMM 252	Introduction to Strategic Communications	3
	Humanistic and Artistic Ways of Knowing Course	3
	Social and Behavioral Ways of Knowing Course	3
	International Course	3
	CHIN 202 OR FREN 202 OR GERM 202 OR JAPN 202 OR SPAN 202	4
	Hours	16
Fall Term 3		
JAMM 267	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
	Hours	15
Spring Term 3		
JAMM 367	Social Media Management and Analytics	3
	JAMM, Major Elective Course	3
	Elective Course	3
	Elective Course	3
	JAMM 339 OR JAMM 340 OR JAMM 378 OR JAMM 379 OR JAMM 440 OR JAMM 443 OR JAMM 444 OR JAMM 445 OR JAMM 446 OR JAMM 477 OR JAMM 490	3
	Hours	15
Fall Term 4		
JAMM 341	Mass Media Ethics	3
JAMM 466	Media Campaign Strategy	3
	B.A. Course Requirement	3
	B.A. Course Requirement	3
	JAMM 339 OR JAMM 340 OR JAMM 378 OR JAMM 379 OR JAMM 440 OR JAMM 443 OR JAMM 444 OR JAMM 445 OR JAMM 446 OR JAMM 477 OR JAMM 490	3
	Hours	15
Spring Term 4		
JAMM 448	Law of Mass Media	3
JAMM 468	Advanced Media Design	3
	Elective Course	3
	Elective Course	3
	Elective Course	2
	Hours	14
	Total Hours	122

Advertising (B.S.)

Fall Term 1		Hours
COMM 101	Fundamentals of Oral Communication	3
ENGL 101	Writing and Rhetoric I	3
JAMM 100	Media and Society	3
	Mathematical Ways of Knowing Course	3
	Humanistic and Artistic Ways of Knowing Course	3
	Elective Course	1
	Hours	16
Spring Term 1		
ENGL 102	Writing and Rhetoric II	3
	American Diversity Course	3
	Scientific Ways of Knowing Course	4
	Social and Behavioral Ways of Knowing Course	3
	Elective Course	2
	Hours	15
Fall Term 2		
JAMM 121	Media Writing	3
JAMM 122	Content Creation	3
	Scientific Ways of Knowing Course	4
	Social and Behavioral Ways of Knowing Course	3
	International Course	3
	Elective Course	1
	Hours	17
Spring Term 2		
JAMM 252	Introduction to Strategic Communications	3
	Humanistic and Artistic Ways of Knowing Course	3
	Elective Course	3
	Elective Course	3
	Elective Course	3
	Hours	15

Fall Term 3		
JAMM 267	Introduction to Media Design	3
JAMM, Major Elective Course		3
B.S. Course Requirement		3
B.S. Course Requirement		3
Elective Course		3
Hours		15
Spring Term 3		
JAMM 367	Social Media Management and Analytics	3
JAMM, Major Elective Course		3
B.S. Course Requirement		3
B.S. Course Requirement		3
JAMM 339 OR JAMM 340 OR JAMM 378 OR JAMM 379 OR JAMM 440 OR JAMM 443 OR JAMM 444 OR JAMM 445 OR JAMM 446 OR JAMM 477 OR JAMM 490		3
Hours		15
Fall Term 4		
JAMM 341	Mass Media Ethics	3
JAMM 466	Media Campaign Strategy	3
Elective Course		3
Elective Course		3
JAMM 339 OR JAMM 340 OR JAMM 378 OR JAMM 379 OR JAMM 440 OR JAMM 443 OR JAMM 444 OR JAMM 445 OR JAMM 446 OR JAMM 477 OR JAMM 490		3
Hours		15
Spring Term 4		
JAMM 448	Law of Mass Media	3
JAMM 468	Advanced Media Design	3
Elective Course		3
Elective Course		3
Elective Course		2
Hours		14
Total Hours		122

JAMM Skills

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