

UPPER DIVISION FORM 2007-2009

School of Journalism - Advertising

School of Journalism ▪ Middle Tennessee State University
 P.O. Box 64 ▪ Murfreesboro, TN 37132 ▪ Phone (615) 898-2814 ▪ Fax (615) 898-5682



Name: _____ ID Number: _____
 (last) (first) (middle initial)

Phone: _____ E-mail Address: _____

Application Instructions: (1) List your grades for all completed courses and sign back of form. (2) Get signatures from the department coordinators of each minor. (3) Get signature from your major adviser. (4) Submit the *completed* form to the School of Journalism (Mass Comm 249) for Director's approval. **Incomplete forms will not be processed!**

***NOTE: THIS IS NOT THE APPLICATION FOR CANDIDACY!**

GENERAL EDUCATION REQUIREMENTS			
Course	Course	Grade	Remarks
COMMUNICATION (9 hours) :			
	COMM 2200		
	ENGL 1010		
	ENGL 1020		
HISTORY (6 hours) - Choose two:			
HIST 2010, HIST 2020, HIST 2030			
HUMANITIES/FINE ARTS (9 hours) - Choose 3 with different prefixes, one must be ENGL or HUM:			
ANTH 2210, ART 1030, ART 1910, ART 1920, DANC 1000, ENGL 2020 or 2030, HIST 1010, 1020, 1110, or 1120, HUM 2610, MUS 1030, PHIL 1030, THEA 1030			
MATHEMATICS (3 hours) :			
MATH 1010, 1530, 1630, 1710, 1720, 1730, 1810, 1910			
NATURAL SCIENCES (8 hours) - Choose two with different prefixes:			
ASTR 1030/1031, BIOL 1030, 1110, 2010, or 2020, CHEM 1010, 1030, or 1110, GEOL 1030 or 1040, PHYS 2010/2011, PHYS 2110/2111, PSCI 1030			
SOCIAL/ BEHAVIORAL SCIENCES (6 hours) - two different prefixes:			
AAS 2100, ANTH 2010, ECON 2410, GEOG 2000, HLTH 1530, JOUR/EMC/ RIM 1020, PS 1010 or 2010, PSY 1410, SOC 1010 or 2010, WMST 2100			

See other side for minor requirements

GRADUATION REQUIREMENTS: Understanding Your 120 Hours
 Without these requirements, you cannot graduate!

- You must complete a minimum of 120 hours for a B.S. degree.
- You must earn a grade of C or better (C- does not count) in each course taken in the College of Mass Communication to graduate.
- You must earn a minimum of 80 hours outside the College of Mass Communication; of those 80 hours, *at least* 65 hours must be liberal arts and sciences: see liberal arts and sciences minors list on back of this form for acceptable areas of study.

ADVERTISING CONCENTRATION			
(Italicized courses are REQUIRED for ADV candidacy: C or better grade)			
Course	Grade	Remarks	
FOUNDATIONS REQUIREMENTS (6 hours):			
JOUR 1020 <i>American Media and Social Institutions</i>			
JOUR 3650 <i>Free Expression</i>			
WRITING/DESIGN REQUIREMENTS (12 hours):			
JOUR 2710 <i>Media Writing</i>			
ADV 4160 <i>Advertising Copywriting</i>			
Choose two:			
PR 3360, 3380, GRAF 3950			
CONCEPTUAL REQUIREMENTS (9 hrs):			
Choose two: GRAF 3010 <i>Media Design</i> , JOUR 3510 <i>Media History</i> , 4250 <i>Mass Media Law</i> , 4210 <i>MC & Society</i> , 4660 <i>Media Research</i> , 4780 <i>Media & Markets</i> , 4790 <i>Global News/Media</i> , 4850 <i>Ethics & Mass Comm</i>	Course		
ADV 3020 <i>Survey of Advertising</i>			
PROFESSIONAL TOPICS (6 hours):			
Choose two: ADV 3480 <i>Advertising Media Planning</i> , ADV 4230 <i>Advertising Management</i> , or Upper Div. elective w/adviser's permission			
SPECIAL/SENIOR TOPICS (3 hours):			
ADV 4170 <i>Advertising Campaigns</i>			
PRACTICUM/ INTERNSHIP (1-3 hours):			
JOUR 3580 <i>Practicum</i>			
JOUR 4000 <i>Internship</i>			
JOUR Upper-division elective			
Computer Literacy Requirement (3 hours)			
Course	Course	Grade	Remarks
CSCI 1150, INFS 2200, INFS 3100 (Notes: CSCI 1000 will <i>not</i> meet this requirement. CSCI 1150 counts as Liberal Arts credit. INFS 3100 is NOT Liberal Arts.)			

FORMS YOU MUST COMPLETE FOR GRADUATION

Submit in Order Listed

- Candidacy Application:** After 45 hours and required courses, complete and submit your Application for Candidacy to the School of Journalism.
- Upper Division Form:** At the beginning of your Junior year, submit form to the School of Journalism *after* completing all instructions at the top of this page.
- Intent to Graduate:** You complete this form the first semester of your senior year and submit it to the Records Office in the Cope Admin. Bldg.