

Journalism: Advertising Application for Admission to Upper Division

School of Journalism ? Middle Tennessee State University
P.O. Box 64 ? Murfreesboro, TN 37132 ? Phone (615) 898-2814 ? Fax (615) 898-5682
2004-2005 Undergraduate Catalog (120 hours to graduate)



Name _____ SSN _____
(last) (first) (middle initial)

MTSU P.O. Box _____ Phone _____ E-mail Address _____

Application Procedure: (1) Indicate grade in all courses that have been completed to date; circle the number of those courses in which you are presently enrolled. (2) Obtain approval for minor from the department coordinator of minor area of study. (3) Obtain approval of major area of study from your adviser. (4) Submit the approved form to the School of Journalism office for copying to student file and forwarding to the Records Office.

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, 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, PS 1010 or 2010, PSY 1410, SOC 1010, WMST 2100			

See other side for minor requirements

INSTRUCTIONS: One (1) copy signed by major and minor advisors should be filed with your Graduation Analyst during the second semester of the sophomore year.

An Intent to Graduate form should be filed in the Records Office during the first semester of the senior year.

NOTE This upper-division form is for the Fall 2004-Summer 2005 catalog and cannot be used for graduation until Fall (Dec.) 2004.

CANDIDACY: Obtain a separate Admission to Candidacy form from the School of Journalism office.

ADVERTISING CONCENTRATION			
Course	Grade	Remarks	
FOUNDATIONS REQUIREMENTS (6 hours):			
JOUR 1020 Understanding Mass Media			
JOUR 3650 Free Expression			
WRITING/DESIGN REQUIREMENTS (12 hours):			
JOUR 2710 Media Writing			
ADV 4160 Advertising Copywriting			
Choose two: PR 3360, 3380, GRAF 3950, JOUR 3090			
CONCEPTUAL REQUIREMENTS (9 hrs): Course			
ADV 3020 Survey of Advertising			
(Choose two): GRAF 3010 Media Design, JOUR 3510 Media History, 4250 Mass Media Law, 4210 MC & Society, 4660 Media Research, 4780 Media & Markets, 4790 Global News/ Media, 4850 Ethics & MC			
PROFESSIONAL TOPICS (6 hours): Course			
Choose two: ADV 3480 Advertising Media Plan, ADV 4230 Advertising Management, or Upper Div. elective w/adviser's permission			
SPECIAL/SENIOR TOPICS (3 hours):			
ADV 4170 Advertising Campaigns			
PRACTICUM/ INTERNSHIP (1-3 hours):			
JOUR 3580 Practicum			
JOUR 4000 Internship			
JOUR Upper-division elective			
Computer Literacy Requirement (3 hours)			
Course	Course	Grade	Remarks
CSCI 1150, INFS 2200, INFS 3100 (Note: CSCI 1000 will <u>not</u> meet this requirement.)			

GRADUATION REQUIREMENTS

A minimum of 120 hours must be earned in order to complete a B.S. degree. You must earn a grade of C or better in each course taken in Mass Communication to graduate.

You must earn at least 80 hours outside the College of Mass Communication in order to graduate.

You must earn at least 65 Liberal Arts and Sciences hours from any of the following departments in order to graduate: African American Studies, Art, Biology, Chemistry, Computer Science, Economics & Finance, English, Foreign Languages and Literatures, Geography & Geology, History, Mathematical Sciences, Music, Philosophy, Physics & Astronomy, Political Science, Psychology, Sociology & Anthropology, Social Work, Speech & Theatre, or Women's Studies

MINOR REQUIREMENTS

LIBERAL ARTS AND SCIENCES MINORS

African American Studies, Aging Studies, American Culture, Archaeology, Art, Asian Studies, Biology, Chemistry, Classical Studies, Computer Science, Dance, Early Modern European Studies, Economics & Finance, English, Environment & Human Society, Film Studies, Foreign Languages and Literatures, Geosciences, Global Studies, Great Books, Health Care Services, History, Latin American Studies, Math, Medieval Studies, Music, Native American Studies, Philosophy, Physics & Astronomy, Political Science, Psychology, Sociology & Anthropology, Social Work, Southern Studies, Speech & Theatre, Twentieth-Century European Studies, Urban Studies Writing, and Women's Studies

MINOR 1 (Liberal Arts and Sciences) : _____			
Course	Sem Hrs	Grade	Remarks
Total Hours in Minor			

MINOR 2 : _____			
Course	Sem Hrs	Grade	Remarks
Total Hours in Minor			

Minor Advisor
 Signature _____
 Date _____

Minor Advisor
 Signature _____
 Date _____

Student _____
 Major Advisor _____
 Department Chair _____
 Dean, Mass Communication _____

Date _____
 Date _____
 Date _____
 Date _____