

Arkansas State University - Jonesboro

Degree: Bachelor of Science

Major: Journalism Emphasis: Strategic Communications – Advertising
2011-2012

| Year 1 Fall Semester | | | Year 1 Spring Semester | | |
|-------------------------|---|------------|---|---|------------|
| Course No. | Course Name | Hrs Gen Ed | Course No. | Course Name | Hrs Gen Ed |
| ENG 1003 | Composition I | 3X | ENG 1013 | Composition II | 3X |
| JOUR 1003 | Mass Com in Modern Society | 3 | JOUR 2003 | News Writing | 3 |
| MATH 1023 | College Algebra | 3X | BIOL 1003 | Biological Science | 3X |
| UC 1013 | Making Connections-Communications (FYE) | 3 | BIOL 1001 | Biological Science Lab | 1X |
| SCOM 1203 | Oral Communications | 3X | ANTH 2233 or HIST 1013 or 1023 or GEOG 2613 | Intro to Cultural Anthropology or World Civilization to 1660 or World Civilization since 1660 or Intro to Geography | 3x |
| | | | POSC 1003 or 2103 or PSY 2013 or Soc 2103 | Intro to Politics or Intro to US Government or Intro to Psychology or Intro to Sociology | 3X |
| Total Hours | | 15 | Total Hours | | 16 |
| Year 2 Fall Semester | | | Year 2 Spring Semester | | |
| Course No. | Course Name | Hrs Gen | Course No. | Course Name | Hrs Gen |

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|---|---|----|----|---|---|----|----|
| Elective | See Adviser | 3 | Ed | JOUR 3023 | Principles of Advertising | 3 | Ed |
| Phys Sci | See Gen Ed List | 3X | | Hist 2763 or 2773 or POSC 1003 or 2103 or PSY 2013 or SOC 2103 | US to 1876 or US since 1876 or Intro to Politics or Intro to US Government or Intro to Psychology or Intro to Sociology (any course not previously taken) | 3X | |
| Phys Sci | Lab for above | 1X | | ART or MUS or THEA 2503 | Fine Arts Visual or Musical or Theatre | 3X | |
| ENG 2003 or ENG 2013 or PHIL 1103 | Intro to Literature I or Intro to Literature II or Intro to Philosophy | 3X | | Minor | See adviser | 3 | |
| HIST 2763, 2773 or POSC 2103 | US to 1876 or US since 1876 or Intro to US Government (if not previsouly taken) | 3X | | PE 1002 | Concepts of Fitness | 2X | |
| ENG 2003 or ENG 2013 or PHIL 1103 or MUS or ART or THEA 2503 | Intro to Literature I or Intro to Literature II or Intro to Philosophy or Fine Arts Music or Visual or Theatre (course not previously taken) | 3X | | Minor | See adviser | 3 | |
| Total Hours | | 16 | | Total Hours | | 17 | |

Year 3
Fall Semester

| Course No. | Course Name | Hrs | Gen Ed |
|------------|-------------------------|-----|--------|
| JOUR 3033 | Advertising Copywriting | 3 | |
| JOUR 3673 | Desktop Publishing | 3 | |

Year 3
Spring Semester

| Course No. | Course Name | Hrs | Gen Ed |
|------------|-------------------------|-----|--------|
| JOUR 3363 | Communications Research | 3 | |
| JOUR 3943 | Strategic Writing | 3 | |

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| Communi- cations elective 3000/4000 | See adviser | 3 |
| Minor | See adviser | 3 |
| ECON 2313 | Principles of Macroeconomics | 3 |
| Total Hours | | 15 |

Year 4
Fall Semester

| Course No. | Course Name | Hrs | Gen Ed |
|--|----------------------------------|-----|-----------|
| JOUR 4073 | Communications Law and Ethics | 3 | |
| RTV 3333 | RTV Advertising and Sales | 3 | |
| Minor 3000/4000 | See adviser | 3 | |
| Communi- cations elective 3000/4000 | See adviser | 3 | |
| MKTG 3013 | Marketing | 3 | |
| Elective | See adviser | 1 | |
| Total Hours | | 16 | |
| Total Jr/Sr Hours | | 45 | |

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| Communi- cations elective 3000/4000 | See adviser | 3 |
| Minor | See adviser | 3 |
| Communi- cations elective 3000/4000 | See adviser | 3 |
| Total Hours | | 15 |

Year 4
Spring Semester

| Course No. | Course Name | Hrs | Gen Ed |
|-----------------------|---|-----|-----------|
| JOUR 4003 | Media Planning | 3 | |
| Minor 3000/4000 | See Adviser | 3 | |
| JOUR 4033 | Advertising Case Studies and Campaigns | 3 | |
| Elective 3000/4000 | See Adviser | 3 | |
| Elective 3000/4000 | See adviser | 3 | |
| Total Hours | | 15 | |
| Total Degree Hours | | 125 | |