

# Journalism: Advertising (BA/BS)

Advertising can no longer be defined simply as selling. Instead, today's advertising careers mean bringing value to brands and social systems, understanding audiences and their relationship to culture, and addressing social problems with brave creative ideas. The Oregon path to an advertising career means you'll be trained to be creative, curious, and courageous, ready to bring your best.

Our creative strategist approach means your creativity and strategic thinking thrive no matter if you're a strategist, a writer, an art director, a media planner, or a business leader. You'll understand how to present and produce. You'll create a portfolio of evidence that shines a light to help brands, organizations, and big ideas be better, do better in a global culture. Best of all, you'll find a flourishing community of makers who want to live the creative life just like you.

## Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Understand the range of freedom of expression around the world and apply the principles and laws of freedom of speech to their profession/field.
- Demonstrate an understanding of how professionals and institutions shaped communications relevant to their profession/field.
- Demonstrate an understanding of diversity in domestic and global society and its impact as relevant to their profession/field.
- Demonstrate a conceptual understanding of the use and presentation of images and information and apply them to their profession/field.
- Understand and apply ethical principles appropriate to their profession/field.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to their profession/field.
- Write correctly and clearly in forms and styles appropriate to their profession/field.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate to their profession/field, including verbal and visual presentation as apt.

## Journalism: Advertising Major Requirements

Code	Title	Credits
<b>PLATFORM COURSES</b>		
JCOM 101	Media Professions	4
JCOM 102	Story Craft Audio	2
JCOM 103	Story Craft Visual	2
JCOM 201	Making Sense of Media	4
JCOM 202	How Stories Work	4
JCOM 203	Writing as Practice	4
<b>CORE CONTEXT COURSES <sup>1</sup></b>		
JCOM 301	Gender, Media and Diversity	4
JCOM 302	Communication Law	4

JCOM 303	Media Ethics	4
JCOM 304	Business of Media	4
JCOM 305	Media History	4
or JCOM 306	Global Communications	

### SEQUENCE REQUIREMENTS

JCOM 350	Creative Strategist	4
JCOM 461	Advertising Campaigns	4
or JCOM 462	National Student Advertising Competition Campaigns	
Choose five courses: <sup>2</sup>		20

JCOM 351	Advertising and Culture
JCOM 352	Writing Design Concepts
JCOM 353	Curiosity for Strategists
JCOM 354	Understanding Brands
JCOM 355	Brand Responsibility
JCOM 356	Psychology of Advertising
JCOM 357	(Understanding Strategy)
JCOM 358	(Copywriting Craft)
JCOM 359	Account Management
JCOM 360	Advertising Creative Studio I
JCOM 361	Advertising Media Planning
JCOM 454	(Digital Ads & Analytics)
JCOM 455	Brand Strategy
JCOM 456	(Brands & Sustainability)
JCOM 457	Sports Brand Strategy
JCOM 458	(Leadership Strategies)
JCOM 459	(Topics in Advertising [Topics])
JCOM 460	(Advertising Creative Studio II)

**Total Credits** **68**

<sup>1</sup> SOJC majors in this selective program do the 20-credit version of the Core Context requirement (SOJC Honors Program, see below). Must be taken graded and passed with a C- or better.

<sup>2</sup> Two courses must be 300-level courses. Two courses must be 400-level courses. These five courses must be completed before doing JCOM 461 (Advertising Campaigns).

## SOJC Honors Program

Code	Title	Credits
JCOM 329H	(Media Theory and Research)	4
JCOM 429H	(Issues in Media Theory & Research (taken twice))	8
JCOM 302	Communication Law	4
JCOM 303	Media Ethics	4

### Honors Thesis

Thesis Prospectus Workshop
Thesis Project

## Additional Requirements

- JCOM courses used to fulfill the major requirements must be passed with a letter grade of at least C- or a P\* where pass/no pass is the only grading option for the course.
- Minimum 70 JCOM credits
- Minimum 70 non-JCOM credits (any subject code other than JCOM)

- Minimum 40 upper division JCOM credits
- Students must also complete one of the following:
  - SOJC concentration (16 credits)
  - SOJC minor (24 credits)
  - Other UO minor (24-40 credits)

## Four-Year Degree Plan

*Requirements for the School of Journalism and Communication are complex, and students are strongly encouraged to consult with an advisor in the school's Student Services Center to ensure accurate interpretation of requirements and timely degree completion. For more information on student services and academic requirements, visit the website (<http://journalism.uoregon.edu/students/undergrad/academic-requirements/>).*