Journalism: Advertising (BA/BS)

Today’s agencies and brands want strategists who take risks, think differently, and solve problems. They’re seeking creatives who can generate ideas and work with others to make them happen. They need empaths who can guide their brands to be authentic, courageous, and committed to social good. Build those skills and the confidence to apply them in our accredited advertising program.

With our innovative creative strategist model as your guide, you’ll follow your curiosity, embrace your creativity, cultivate strategy, and deliver campaigns that move people to action. You’ll build core skills in design thinking, media planning, and brand management—and the portfolio to prove it. You’ll meet advertising’s top minds through agency networking trips (https://journalism.uoregon.edu/hands-on-learning/trips/) and class visits with industry leaders. And you’ll join a creative community that will challenge and support you every step of the way.

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>J 100</td>
<td>Media Professions</td>
<td>2</td>
</tr>
<tr>
<td>J 101</td>
<td>Grammar for Communicators</td>
<td>2</td>
</tr>
<tr>
<td>J 201</td>
<td>Media and Society</td>
<td>4</td>
</tr>
<tr>
<td>J 211</td>
<td>Gateway to Media</td>
<td>8</td>
</tr>
<tr>
<td>J 212</td>
<td>Writing for Communicators</td>
<td>4</td>
</tr>
<tr>
<td>J 213</td>
<td>Fact or Fiction</td>
<td>4</td>
</tr>
</tbody>
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Core Content Requirement

J 320 Gender, Media, and Diversity 4
J 385 Communication Law 4
J 397 Media Ethics 4
Select one of the following:
J 387 Media History 4
J 396 International Communication
Select one of the following:
J 429 Media Technologies and Society: [Topic]
J 430 Culture and Power in the Media: [Topic]
J 431 Media Structures and Regulation: [Topic]
J 494 Strategic Communications Research
J 495 Research Methods: [Topic]

Advertising Major Requirements

J 342 The Creative Strategist 4
Select at least four from the following: 16
J 443 Advertising Media Planning
J 444 Agency Account Management
J 457 Curiosity for Strategists
J 458 Writing Design Concepts
J 459 Branding and Content
J 460 Brand Development: [Topic]
Select one of the following:
J 448 Advertising Campaigns
J 449 Advanced Advertising Campaigns
Elective: At least four journalism credits are needed to reach the minimum 72

General Studies Requirements

At least 104 non-journalism credits, including one of the following:
A non-SOJC minor
A non-SOJC concentration 1
A non-SOJC double major

1 Completion of UO’s writing composition requirement (WR 121 and either WR 122 or WR 123). Students in the Clark Honors College are exempt.

Minimum 2.90 cumulative UO GPA

Total Credits 176

1 A non-SOJC concentration is at least 24 credits from the same non-SOJC subject code. 12 must be upper division credits and 4 of those 12 must be a 400-level course. All courses must be taken graded and passed with a C- or better. Not all subjects are suitable for a concentration; consult an SOJC advisor.

Additional Requirements

- Satisfactory completion of a minimum of 60 credits and a maximum of 76 credits in journalism, of which at least 27 must be taken at the University of Oregon School of Journalism and Communication and at least 40 must be upper division
- Satisfactory completion of at least 104 credits in academic fields other than journalism. A student who graduates with 180 credits must count no more than 76 credits (including transfer credits) in journalism toward the degree
- Majors and premajors must take all school courses for letter grades unless a course is only offered pass/no pass (P/N). All graded
journalism courses taken to satisfy the major must be passed with a grade of mid-C or better
• A cumulative GPA of 2.70 or better in courses taken in the School of Journalism and Communication at the time of graduation

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/).