

Advising Road Map

Major:	BS Advertising, Creative Track
Concentration in:	
Total Units to Degree:	120
Academic Year:	2015 - 2016

The following road map is an advising tool that outlines a path of courses a student can take to complete requirements for graduation. This roadmap should be used in consultation with the catalog and your department to identify additional requirements for completing the major (for example course grade minimums). Students must have 60+ units in order to take SJSU Studies courses.

Fall Semester- Year 1	
Course or Requirement	Units
Physical Education	1
GE Area A1	3
GE Area B1*	3
GE Area C1	3
American Institutions A (US1, D2)	3
Total Semester Units:	13

Spring Semester- Year 1	
Course or Requirement	Units
ADV 91 (Intro to Advertising)	3
GE Area A2	3
GE Area B2*	3
American Institutions B (US2, D2, D3)	3
PE (Physical Education)	1
University Elective	3
Total Semester Units:	16

Fall Semester- Year 2	
Course or Requirement	Units
ENGL 71 (GE Area C2)	3
GE Area A3	3
GE Area B4	3
GE Area C1 or C2	3
Art Elective	3
Total Semester Units:	15

Spring Semester- Year 2	
Course or Requirement	Units
MCOM 72 Media & Society	3
MCOM 63 New Media	3
Literature Elective	3
GE Area D1	3
GE Area E	3
Total Semester Units:	15

Fall Semester- Year 3	
Course or Requirement	Units
MCOM 100W (GE Area Z)	3
BUS2 130 Intro to Marketing	3
MCOM 101 Media Law and Ethics	3
Academic Focus	3
MCOM 180	1
University Elective	3
Total Semester Units:	16

Spring Semester- Year 3	
Course or Requirement	Units
ADV 116, 121, 122, 123,126, 128, or 130	3
GE Area R, S, or V	3
ADV 124 Copywriting	3
MCOM 70, 105, or 106	3
Academic Focus	3
Total Semester Units:	15

Fall Semester- Year 4	
Course or Requirement	Units
ADV 125 Layout & Production	3
MCOM 103 or 104	3
GE Area R, S, or V	3
MCOM 111 Internship	3
Academic Focus	3
Total Semester Units:	15

Spring Semester- Year 4	
Course or Requirement	Units
GE Area R, S, or V	3
ADV 129 Campaigns	3
Elective	3
Academic Focus	3
University Elective	3
Total Semester Units:	15

NOTES: All advertising majors must do a 240 internship after completing nine units of advertising classes. Approval is needed to sign up for MCOM 111: Internships. This may also be done during the summer or winter sessions. MCOM 180: Independent Study for one unit of credit can be taken any time. Students work directly with faculty in their major. MCOM 180i: International Experience is required of all advertising majors entering the JMC School starting in Fall 2015. This requirement can be completed during any