Advising Road Map

Major:	BS Advertising, Management 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
BUS 90 or STAT 95	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 and Society	3
MCOM 63 New Media Technologies	3
GE Area C2	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
Business 130 Intro to Marketing	3
ADV 126 Media Planning/Buying	3
*Academic Focus	3
ADV 116, 121,122, 123, 124 or 125	3
Total Semester Units:	15

Spring Semester- Year 3

Course or Requirement	Units
Management Track:	
ADV 116, 121,122, 123, 124 or 125	3
GE Area R, S, or V	3
MCOM 70, 105 or 106	3
MCOM 101 Media Law and Ethics	3
*Academic Focus	3
Total Semester Units:	15

Fall Semester- Year 4

Course or Requirement	Units
ADV 128	3
MCOM 103 or 104	3
GE Area R, S, or V	3
MCOM 111 Internship	3
*Academic Focus	3
Elective in the major	1
Total Semester Units:	16

Spring Semester- Year 4

Course or Requirement	Units
GE Area R, S, or V	3
ADV 129 Campaigns	3
Literature Elective	3
University Elective	3
*Academic Focus	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. *The academic focus consists of 12 units of coursework taken outside of the major selected with the approval of the academic advisor. 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 academic session of the year. See the JMC School website video tutorial and information on the wide variety of options for an international experience: www.jmc.sjsu.edu

** Either B1 or B2 requires a B3 lab component.