

2020–21 Journalism–Advertising–Public Relations (Advertising) Academic Map

School of Journalism and Strategic Media
Middle Tennessee State University • Murfreesboro



An academic map is a suggested four-year schedule of courses based on degree requirements in the undergraduate catalog. This sample schedule serves as a general guideline to help build a full schedule each term. Milestones, courses, and special requirements necessary for timely progress to complete a major are designated to keep you on track to graduate in four years. **Missing milestones could delay your program.**

This map is not a substitute for academic advisement—contact your advisor if you have any questions about scheduling or about your degree requirements. Also see the current undergraduate catalog (catalog.mtsu.edu) for a complete list of requirements and electives. *Note: Requirements are continually under revision, and there is no guarantee they will not be changed or revoked; contact the department and/or program area for current information.*

You may choose to attend a summer term to reduce your load during fall or spring terms but still stay on track to graduate in four years (see back). NOTE: Learning Support courses will alter the sequences on this map.

Suggested Fall/Spring Four-Year Schedule

FRESHMAN FALL			FRESHMAN SPRING		
Course	Hours	Milestones/Notes	Course	Hours	Milestones/Notes
ENGL 1010 (Comm)	3	Must earn C or higher for JOUR 2710	ENGL 1020 (Comm)	3	Must earn C or higher for JOUR 2710
MATH (Math)	3		HIST 2010, HIST 2020, or HIST 2030	3	
JOUR/EMC/RIM 1020 (Soc/Beh Sci)	3	Must earn C or higher	Hum/FA (Rubric 2)	3	
COMM 2200 (Comm)	3		Nat Sci (Rubric 1)	4	
Hum/FA (Rubric 1)	3		Elective	3	
SUBTOTAL	15		SUBTOTAL	16	
SOPHOMORE FALL			SOPHOMORE SPRING		
ENGL 2020, ENGL 2030, or HUM 2610 (Hum/FA)	3		ADV 3020	3	
JOUR 2710	3		VCOM 2950	3	
HIST 2010, HIST 2020, or HIST 2030	3		Nat Sci (Rubric 2)	4	
Elective	3	See advisor	Minor course	3	
Soc/Beh Sci	3		JOUR 2720	3	
SUBTOTAL	15		SUBTOTAL	16	
JUNIOR FALL			JUNIOR SPRING		
Minor course	3		ADV 3480	3	See advisor
Elective	3	See advisor	ADV 3160	3	
ADV 3170	3		Elective	3	See advisor
PR 3360, PR 3380, VCOM 3920, or VCOM 3930	3	Writing/Design Requirement	Minor course	3	
Minor course	3		JOUR 3660	3	
SUBTOTAL	15		SUBTOTAL	15	
SENIOR FALL			SENIOR SPRING		
JOUR 4880	1		ADV 3060 or app. conceptual elec.	3	
JOUR 4250	3		JOUR 3580 or JOUR 4000	1–3	See advisor
Elective	3	See Advisor	Minor course	3	
ADV 4970	3		Minor course/elective	3	
Elective	2	See Advisor			
Professional Topics: ADV 4230, ADV 4250, or upper-division elective	3	See advisor	EMC/JOUR 4850	3	
SUBTOTAL	15		SUBTOTAL	13–15	

Note: Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences, including General Education requirements, and one minor from outside SOJSM and the Department of Media Arts. Students must complete 72 hours of approved coursework from outside SOJSM or Media Arts.

TOTAL HOURS IN PROGRAM: 120

Journalism–Advertising–Public Relations (Advertising)

Suggested Fall/Spring/Summer Four-Year Schedule

Refer to www.mtsu.edu/financial-aid/scholarships/ for information regarding use of the Lottery Scholarship for the summer term.

FRESHMAN FALL			FRESHMAN SPRING		
Course	Hours	Milestones/Notes	Course	Hours	Milestones/Notes
ENGL 1010 (Comm)	3	Must earn C or higher for JOUR 2710	ENGL 1020 (Comm)	3	Must earn C or higher for JOUR 2710
MATH (Math)	3		HIST 2010, HIST 2020, or HIST 2030	3	
JOUR/EMC/RIM 1020 (Soc/Beh Sci)	3	Must earn C or higher	Hum/FA (Rubric 2)	3	
COMM 2200 (Comm)	3		Nat Sci (Rubric 1)	4	
SUBTOTAL	12		SUBTOTAL	13	
FRESHMAN SUMMER					
Hum/FA (Rubric 1)	3		Elective	3	
SUBTOTAL	3		SUBTOTAL	3	
SOPHOMORE FALL			SOPHOMORE SPRING		
ENGL 2020, ENGL 2030, or HUM 2610 (Hum/FA)	3		ADV 3020	3	
JOUR 2710	3		VCOM 2950	3	
HIST 2010, HIST 2020, or HIST 2030	3		Nat Sci (Rubric 2)	4	
Soc/Beh Sci	3		JOUR 2720	3	
SUBTOTAL	12		SUBTOTAL	13	
SOPHOMORE SUMMER					
Elective	3	See advisor	Minor course	3	
SUBTOTAL	3		SUBTOTAL	3	
JUNIOR FALL			JUNIOR SPRING		
Minor course	3		ADV 3480	3	See advisor
Elective	3	See advisor	ADV 3160	3	
ADV 3170	3		Elective	3	See advisor
PR 3360, PR 3380, VCOM 3920, or VCOM 3930	3	Writing/Design Requirement	JOUR 3660	3	
SUBTOTAL	12		SUBTOTAL	12	
JUNIOR SUMMER					
Minor course	3		Minor course	3	
SUBTOTAL	3		SUBTOTAL	3	
SENIOR FALL			SENIOR SPRING		
JOUR 4880	1		ADV 3060 or app. conceptual elec.	3	
JOUR 4250	3		JOUR 3580 or JOUR 4000	1–3	See advisor
Elective	3	See Advisor	Minor course	3	
ADV 4970	3		Minor course/elective	3	
Elective or minor	2	See Advisor			
Professional Topics: ADV 4230, ADV 4250, or upper-division elective	3	See advisor	EMC/JOUR 4850	3	
SUBTOTAL	15		SUBTOTAL	13–15	
Note: Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences, including General Education requirements, and one minor from outside SOJSM and the Department of Media Arts. Students must complete 72 hours of approved coursework from outside SOJSM or Media Arts.					
TOTAL HOURS IN PROGRAM: 120					