

# 2023–24 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](http://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, 2020, 2030, 2040, or 2050	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	
<b>SUBTOTAL</b>	<b>15</b>		<b>SUBTOTAL</b>	<b>16</b>	
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, 2020, 2030, 2040, or 2050	3		Nat Sci (Rubric 2)	4	
Elective	3	See advisor	Minor course	3	
Soc/Beh Sci	3		JOUR 2720	3	
<b>SUBTOTAL</b>	<b>15</b>		<b>SUBTOTAL</b>	<b>16</b>	
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	
<b>SUBTOTAL</b>	<b>15</b>		<b>SUBTOTAL</b>	<b>15</b>	
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	
<b>SUBTOTAL</b>	<b>15</b>		<b>SUBTOTAL</b>	<b>13–15</b>	

**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.

**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/](http://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, 2020, 2030, 2040, or 2050	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	
<b>SUBTOTAL</b>			<b>SUBTOTAL</b>		
	<b>12</b>			<b>13</b>	
FRESHMAN SUMMER					
Hum/FA (Rubric 1)	3		Elective	3	
<b>SUBTOTAL</b>			<b>SUBTOTAL</b>		
	<b>3</b>			<b>3</b>	
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, 2020, 2030, 2040, or 2050	3		Nat Sci (Rubric 2)	4	
Soc/Beh Sci	3		JOUR 2720	3	
<b>SUBTOTAL</b>			<b>SUBTOTAL</b>		
	<b>12</b>			<b>13</b>	
SOPHOMORE SUMMER					
Elective	3	See advisor	Minor course	3	
<b>SUBTOTAL</b>			<b>SUBTOTAL</b>		
	<b>3</b>			<b>3</b>	
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	
<b>SUBTOTAL</b>			<b>SUBTOTAL</b>		
	<b>12</b>			<b>12</b>	
JUNIOR SUMMER					
Minor course	3		Minor course	3	
<b>SUBTOTAL</b>			<b>SUBTOTAL</b>		
	<b>3</b>			<b>3</b>	
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	
<b>SUBTOTAL</b>			<b>SUBTOTAL</b>		
	<b>15</b>			<b>13–15</b>	
<b>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.</b>					
<b>TOTAL HOURS IN PROGRAM: 120</b>					