

2024–25 Advertising and Public Relations– Advertising Academic Map

School of Journalism and Strategic Media

Middle Tennessee State University • Murfreesboro



Scan the QR code
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more information
about the new
True Blue Core (TBC).

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.*

Suggested Fall/Spring Four-Year Schedule

FRESHMAN FALL			FRESHMAN SPRING		
Course	Hours	Milestones/Notes	Course	Hours	Milestones/Notes
Written Communication	3	TBC; Must earn C or higher for JOUR 2710	Information Literacy	3	TBC; Must earn C or higher for JOUR 2710
Quantitative Literacy	3	TBC	History and Civic Learning	3	TBC; one must come from Discovery
JOUR/EMC/RIM 1020	3	TBC; Major; Must earn C or higher	Creativity and Cultural Expression	3	TBC; one must come from Discovery
Non-Written Communication	3	TBC	Scientific Literacy	4	TBC; one must come from Discovery
Creativity and Cultural Expression	3	TBC; one must come from Discovery	JOUR 2880	1	
SUBTOTAL	15		SUBTOTAL	14	
SOPHOMORE FALL			SOPHOMORE SPRING		
Creativity and Cultural Expression Literature	3	TBC	ADV 3020	3	
JOUR 2710	3		VCOM 2950	3	
History and Civic Learning	3	TBC; one must come from Discovery	Scientific Literacy	4	TBC; one must come from Discovery
Elective	3	See advisor	Minor course	3	
Human Society and Social Relationships	3	TBC; one must come from Discovery	JOUR 2720	3	
SUBTOTAL	15		SUBTOTAL	16	
JUNIOR FALL			JUNIOR SPRING		
Minor course	3		ADV 3480	3	See advisor
ADV 3080	3		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		Approved conceptual elec.	3	
EMC/JOUR 4250	3		JOUR 3580 or JOUR 4000	1	See advisor
Elective	3	See Advisor	Minor course	3	
ADV 4970	3		Minor course/elective	3	
Elective	2	See Advisor	Elective	2	
Professional Topics: ADV 4230, ADV 4250, PR 3400, or upper-division elective	3	See advisor	EMC/JOUR 4850	3	
SUBTOTAL	15		SUBTOTAL	15	

Note: Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences including True Blue Core requirements and one minor from outside SOJSM.

TOTAL HOURS IN PROGRAM: 120

Advertising and Public Relations–Advertising

Suggested Fall/Spring/Summer Four-Year Schedule

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

NOTE: Learning Support courses will alter the sequences on this map.

FRESHMAN FALL			FRESHMAN SPRING		
Course	Hours	Milestones/Notes	Course	Hours	Milestones/Notes
Written Communication	3	TBC; Must earn C or higher for JOUR 2710	Information Literacy	3	TBC; Must earn C or higher for JOUR 2710
Quantitative Literacy	3	TBC	History and Civic Learning	3	TBC; one must come from Discovery
JOUR/EMC/RIM 1020	3	TBC; Major; Must earn C or higher	Creativity and Cultural Expression	3	TBC; one must come from Discovery
Non-Written Communication	3	TBC	Scientific Literacy	4	TBC; one must come from Discovery
			JOUR 2880	1	
SUBTOTAL	12		SUBTOTAL	14	
FRESHMAN SUMMER					
Creativity and Cultural Expression	3	TBC; one must come from Discovery	Minor course	3	
SUBTOTAL	3		SUBTOTAL	3	
SOPHOMORE FALL			SOPHOMORE SPRING		
Creativity and Cultural Expression Literature	3	TBC	ADV 3020	3	
JOUR 2710	3		VCOM 2950	3	
History and Civic Learning	3	TBC; one must come from Discovery	Scientific Literacy	4	TBC; one must come from Discovery
Human Society and Social Relationships	3	TBC; one must come from Discovery	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
ADV 3080	3		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		Approved conceptual elec.	3	
EMC/JOUR 4250	3		JOUR 3580 or JOUR 4000	1	See advisor
Elective	3	See Advisor	Minor course	3	
ADV 4970	3		Minor course/elective	3	
Elective	2	See Advisor	Elective	2	
Professional Topics: ADV 4230, ADV 4250, PR 3400, or upper-division elective	3	See advisor	EMC/JOUR 4850	3	
SUBTOTAL	15		SUBTOTAL	15	
NOTE: Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences including True Blue Core requirements and one minor from outside SOJSM.					
TOTAL HOURS IN PROGRAM: 120					