

# 2026–27 Advertising and Public Relations– Advertising Concentration Academic Map

## School of Journalism and Strategic Media

### Middle Tennessee State University • Murfreesboro



Scan the QR code  
or [click here](#) for  
more information  
about the  
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](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.*

## 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/Elective	3	TBC
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 (2.0) 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	
<b>SUBTOTAL</b>	<b>15</b>		<b>SUBTOTAL</b>	<b>14</b>	
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	TBC; Major
<b>SUBTOTAL</b>	<b>15</b>		<b>SUBTOTAL</b>	<b>16</b>	
JUNIOR FALL			JUNIOR SPRING		
Minor course	3		ADV 3160	3	
ADPR 3080	3		ADV 3170	3	
ADV 3480	3		Elective	3	
Writing/Design Requirement course	3		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		Conceptual Requirement course	3	
EMC/JOUR 4250	3		JOUR 3580 or JOUR 4000	1	See advisor
Human Society and Social Relationships/Elective	3	TBC	Minor course	3	
ADV 4322, ADV 4970, or ADPR 4950	3		Minor course/elective	3	
Elective	2		Elective	2	
Writing/Design Requirement course	3		Professional Topics course	3	
<b>SUBTOTAL</b>	<b>15</b>		<b>SUBTOTAL</b>	<b>15</b>	
<b>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.</b>					
<b>TOTAL HOURS IN PROGRAM: 120</b>					

# 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](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
Written Communication	3	TBC; Must earn C or higher for JOUR 2710	Information Literacy/Elective	3	TBC
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 (2.0) 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	
<b>SUBTOTAL</b>	<b>12</b>		<b>SUBTOTAL</b>	<b>14</b>	
FRESHMAN SUMMER					
Creativity and Cultural Expression	3	TBC; one must come from Discovery	Minor course	3	
<b>SUBTOTAL</b>	<b>3</b>		<b>SUBTOTAL</b>	<b>3</b>	
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	TBC; Major
<b>SUBTOTAL</b>	<b>12</b>		<b>SUBTOTAL</b>	<b>13</b>	
SOPHOMORE SUMMER					
Elective	3		Minor course	3	
<b>SUBTOTAL</b>	<b>3</b>		<b>SUBTOTAL</b>	<b>3</b>	
JUNIOR FALL			JUNIOR SPRING		
Minor course	3		ADV 3170	3	
ADPR 3080	3		ADV 3160	3	
ADV 3480	3		Elective	3	
Writing/Design Requirement course	3		JOUR 3660	3	
<b>SUBTOTAL</b>	<b>12</b>		<b>SUBTOTAL</b>	<b>12</b>	
JUNIOR SUMMER					
Minor course	3		Minor course	3	
<b>SUBTOTAL</b>	<b>3</b>		<b>SUBTOTAL</b>	<b>3</b>	
SENIOR FALL			SENIOR SPRING		
JOUR 4880	1		Conceptual Requirement course	3	
EMC/JOUR 4250	3		JOUR 3580 or JOUR 4000	1	See advisor
Human Society and Social Relationships/Elective	3	TBC	Minor course	3	
ADV 4322, ADV 4970, or ADPR 4950	3		Minor course/elective	3	
Elective	2		Elective	2	
Writing/Design Requirement course	3		Professional Topics course	3	
<b>SUBTOTAL</b>	<b>15</b>		<b>SUBTOTAL</b>	<b>15</b>	
<b>Note:</b> 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.					
<b>TOTAL HOURS IN PROGRAM: 120</b>					