Journalism: Advertising (BA/BS)

Today’s agencies and brands want strategists who take risks, think differently, and solve problems. They’re seeking creatives who can generate ideas and work with others to make them happen. They need empaths who can guide their brands to be authentic, courageous, and committed to social good. Build those skills and the confidence to apply them in our accredited advertising program.

With our innovative creative strategist model as your guide, you’ll follow your curiosity, embrace your creativity, cultivate strategy, and deliver campaigns that move people to action. You’ll build core skills in design thinking, media planning, and brand management—and the portfolio to prove it. You’ll meet advertising’s top minds through agency networking trips (https://journalism.uoregon.edu/hands-on-learning/trips/) and class visits with industry leaders. And you’ll join a creative community that will challenge and support you every step of the way.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Understand the range of freedom of expression around the world and apply the principles and laws of freedom of speech to their profession/field.
- Demonstrate an understanding of how professionals and institutions shaped communications relevant to their profession/field.
- Demonstrate an understanding of diversity in domestic and global society and its impact as relevant to their profession/field.
- Demonstrate a conceptual understanding of the use and presentation of images and information and apply them to their profession/field.
- Understand and apply ethical principles appropriate to their profession/field.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to their profession/field.
- Write correctly and clearly in forms and styles appropriate to their profession/field.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate to their profession/field, including verbal and visual presentation as apt.

Journalism: Advertising Major Requirements

Code	Title	Credits
Journalism Premajor Requirements*		
J 100	Media Professions	2
J 101	Grammar for Communicators	2
J 201	Media and Society	4
Full Major Core		
J 211	Gateway to Media	8
J 212	Writing for Communicators	4
J 213	Fact or Fiction	4
Core Content Requirement		
J 320	Gender, Media, and Diversity	4
J 385	Communication Law	4
J 397	Media Ethics	4
Select one of the following:		4
J 387	Media History	
J 396	International Communication	
Select one of the following:		4
J 429	Media Technologies and Society: [Topic]	
J 430	Culture and Power in the Media: [Topic]	
J 431	Media Structures and Regulation: [Topic]	
J 494	Strategic Communications Research	
J 495	Research Methods: [Topic]	
Advertising Major Requirements		
J 342	The Creative Strategist	4
Select at least four from the following:		16
J 443	Advertising Media Planning	
J 444	Agency Account Management	
J 457	Curiosity for Strategists	
J 458	Writing Design Concepts	
J 459	Branding and Content	
J 460	Brand Development: [Topic]	
Select one of the following:		4
J 448	Advertising Campaigns	
J 449	Advanced Advertising Campaigns	
Elective: At least four journalism credits are needed to reach the minimum 72		4
General Studies Requirements		
At least 104 non-journalism credits, including one of the following:		104
A non-SOJC minor		
A non-SOJC concentration [1]		
A non-SOJC double major		
*Completion of UO's writing composition requirement (WR 121 and either WR 122 or WR 123). Students in the Clark Honors College are exempt.		
Minimum 2.90 cumulative UO GPA		
Total Credits		**176**

[1] A non-SOJC concentration is at least 24 credits from the same non-SOJC subject code. 12 must be upper division credits and 4 of those 12 must be a 400-level course. All courses must be taken graded and passed with a C- or better. Not all subjects are suitable for a concentration; consult an SOJC advisor.

Additional Requirements

- Satisfactory completion of a minimum of 60 credits and a maximum of 76 credits in journalism, of which at least 27 must be taken at the University of Oregon School of Journalism and Communication and at least 40 must be upper division
- Satisfactory completion of at least 104 credits in academic fields other than journalism. A student who graduates with 180 credits must count no more than 76 credits (including transfer credits) in journalism toward the degree
- Majors and premajors must take all school courses for letter grades unless a course is only offered pass/no pass (P/N). All graded

journalism courses taken to satisfy the major must be passed with a grade of mid-C or better

- A cumulative GPA of 2.70 or better in courses taken in the School of Journalism and Communication at the time of graduation

Four-Year Degree Plan

Requirements for the School of Journalism and Communication are complex, and students are strongly encouraged to consult with an advisor in the school's Student Services Center to ensure accurate interpretation of requirements and timely degree completion. For more information on student services and academic requirements, visit the website *(*http://journalism.uoregon.edu/students/undergrad/academic-requirements/*).*