Journalism: Advertising (BA/BS)

http://journalism.uoregon.edu

Advertising can no longer be defined simply as selling. Instead, today's advertising careers mean bringing value to brands and social systems, understanding audiences and their relationship to culture, and addressing social problems with brave creative ideas. The Oregon path to an advertising career means you'll be trained to be creative, curious, and courageous, ready to bring your best.

Our creative strategist approach means your creativity and strategic thinking thrive no matter if you're a strategist, a writer, an art director, a media planner, or a business leader. You'll create a portfolio of evidence that shines a light to help brands, organizations, and big ideas be better, do better in a global culture. Here, you have opportunities to build your dream career. Be a part of the student-run agency, Allen Hall Advertising, or the award-winning legacy of AdTeam, part of the National Student Advertising Competition. Become a sports strategist or a sustainable brand leader or a filmmaker who travels the world. It's all a part of our flourishing creative community dedicated to making things of meaning.

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
PLATFORM COURSES		
JCOM 101	Media Professions	4
JCOM 102	Story Craft Audio	2
JCOM 103	Story Craft Visual	2
JCOM 201	Making Sense of Media	4
JCOM 202	How Stories Work	4
JCOM 203	Writing as Practice	4
CORE CONTEXT COURSES [1]		
JCOM 301	Gender, Media and Diversity	4
JCOM 302	Communication Law	4
JCOM 303	Media Ethics	4
JCOM 304	The Media Business	4
JCOM 305	Media History	4
or JCOM 306	Global Communications	
SEQUENCE REQUIREMENTS		
JCOM 350	Creative Strategist	4
JCOM 461	Advertising Campaigns	4
or JCOM 462	National Student Advertising Competition Campaigns	
Choose five courses: [2]		20
JCOM 351	Advertising and Culture	
JCOM 352	Writing Design Concepts	
JCOM 353	Curiosity for Strategists	
JCOM 354	Understanding Brands	
JCOM 355	Brand Responsibility	
JCOM 356	Psychology of Advertising	
JCOM 357	Understanding Strategy	
JCOM 358	Copywriting Craft	
JCOM 359	Account Management	
JCOM 360	Advertising Creative Studio I	
JCOM 361	Advertising Media Planning	
JCOM 365	Introduction to Media Design	
JCOM 366	Introduction to User Experience Design	
JCOM 454	Digital Ads and Analytics	
JCOM 455	Brand Strategy	
JCOM 456	Brands and Sustainability	
JCOM 457	Sports Brand Strategy	
JCOM 459	Advertising Trends: [Topic]	
JCOM 465	Art Direction and Design Studio	
JCOM 468	Web and Digital Design	
Total Credits		**68**

[1] SOJC majors in this selective program do the 20-credit version of the Core Context requirement (SOJC Honors Program, see below). Must be taken graded and passed with a C- or better.

[2] Two courses must be 300-level courses. Two courses must be 400-level courses. These five courses must be completed before doing JCOM 461 (Advertising Campaigns).

SOJC Honors Program

Code	Title	Credits
JCOM 329H	Honors Media Theory and Research	4
JCOM 429H	Honors Theory and Research: [Topic] (taken twice)	8
JCOM 302	Communication Law	4
JCOM 303	Media Ethics	4
Honors Thesis		
	Thesis Prospectus Workshop	
	Thesis Project	

Additional Requirements

- JCOM courses used to fulfill the major requirements must be passed with a letter grade of at least C- or a P* where pass/no pass is the only grading option for the course.
- Minimum 70 JCOM credits
- Minimum 70 non-JCOM credits (any subject code other than JCOM)
- Minimum 40 upper division JCOM credits
- Students must also complete one of the following:
    - SOJC minor (24 credits)
    - Other UO minor (24-40 credits)
- SOJC students who opt to minor within the SOJC may only overlap one JCOM course with the major and minor requirements.
- Upper division multilisted courses can only count toward programs in the School of Journalism and Communication if taken under the JCOM subject.

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 Success Center in 134 Allen Hall to ensure accurate interpretation of requirements and timely degree completion. For more information, visit the website *(*http://journalism.uoregon.edu/students/undergrad/academic-requirements/*).*