

ADVERTISING BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Program Overview

Advertising majors learn to combine critical thinking with creativity to deliver strategic messages to a targeted audience on behalf of a client. Advertising majors obtain jobs such as advertising copywriter, account executive, researcher, digital producer, media planner, or social media strategist. Professionals in the advertising field have many options available, working for an advertising agency or a brand team, for corporations, nonprofits, media or trade organizations.

Accredited by the Accrediting Council on Education in Journalism and Mass Communication, Drake is among 115 accredited programs worldwide. To earn accreditation, schools meet nine standards, which address such issues as class size, diversity, student services and curriculum. Accreditation reviews occur every six years. Drake's program has been continuously accredited, most recently in 2016.

Degree Requirements

- Meet all requirements of the Drake Curriculum
- Maintain a 2.0 grade point average during the first 30 credit hours
- Maintain a 2.25 grade point average at Drake after the 30th credit hour
- Maintain a 2.25 grade point average in SJMC course work after the 30th credit hour

Required courses for the advertising major are as follows:

Students should work with their advisers to ensure selection of courses best-suited to their educational and career objectives. Please see Graduation Requirements and Regulations sections of the catalog for additional information.

Advertising Major Requirements

Required courses for the Advertising major are as follows:

Code	Title	Hours
School of Journalism and Mass Communication Core Courses		
JMC 030	MASS MEDIA IN A GLOBAL SOCIETY	3
JMC 031	MULTIMEDIA LAB	1
JMC 040	PRE-PROFESSIONAL WORKSHOP	1
JMC 041	FINANCE FUNDAMENTALS FOR COMMUNICATION PROFESSIONALS	1
JMC 054	REPORTING AND WRITING PRINCIPLES	3
JMC 055	DIGITAL MEDIA STRATEGIES	3
JMC 104	COMMUNICATION LAW AND ETHICS	3
Area of Concentration		
All SJMC majors must complete a 21-credit block of courses not offered within the SJMC. ¹		21
Advertising Major Courses		
ECON 002	PRINCIPLES OF MICROECONOMICS	3
JMC 057	VIDEO PRODUCTION	3
JMC 059	VISUAL COMMUNICATION METHODS	3

JMC 076	ADVERTISING PRINCIPLES	3
JMC 105	WEB CONTENT AND DEVELOPMENT	3
JMC 113	CONSUMER CULTURE	3
JMC 124	ADVERTISING COPY AND CONTENT	3
JMC 139	ADVERTISING RESEARCH & PLANNING	3
JMC 145	ADVERTISING CAMPAIGN CAPSTONE	3
Select one of the following:		3
JMC 117	MEDIA ANALYTICS AND INSIGHTS	
JMC 141	ADVANCED STRATEGIC MESSAGING	
Writing and Creation Elective		
Select one of the following:		3
JMC 067	DIGITAL AUDIO WRITING AND PRODUCTION	
JMC 070	MEDIA EDITING	
JMC 100	ELECTRONIC FIELD PRODUCTION	
JMC 120	MAGAZINE FREELANCE WRITING	
JMC 123	PUBLIC RELATIONS WRITING	
JMC 161	ADVANCED MAGAZINE STAFF WRTG	
JMC 168	ADVANCED REPORTING	
MKTG 101	MARKETING PRINCIPLES	3
PSY 001	INTRODUCTION TO PSYCHOLOGY	4
JMC Total Credit Hours		44
Total Hours		120

¹ This block must be approved by the student's adviser and dean. At least 12 of these credits must be in courses numbered 100 or higher. Courses taken to satisfy requirements in other areas may also count toward this requirement.

In addition to programmatic requirements, students are responsible for satisfying all requirements of the Drake Curriculum (<https://catalog.drake.edu/archive/2024-2025/undergraduate/academic-information/drake-curriculum/>), including Areas of Inquiry (AOI)

Student must also satisfy university graduation requirements (<https://catalog.drake.edu/archive/2024-2025/undergraduate/academic-information/graduation-requirements/>) for all undergraduate students..