

ADVERTISING

ADVERTISING

<http://www.greenlee.iastate.edu> (<http://www.greenlee.iastate.edu/>)

The advertising major prepares students for careers in business and industry or for graduate education. Students majoring in advertising find career opportunities in professions requiring applied communication expertise. Graduates are qualified for positions in the creative and account sides of advertising within businesses, agencies and media. Coursework in this major focuses on writing, research, digital and emerging media, and professional abilities. Students are required to complete a capstone internship experience to practice and refine their skills.

The Greenlee School of Journalism and Communication prepares students for the field of communication. The school offers three majors:

- Advertising Bachelor of Arts (ADVRT)
- Journalism and Mass Communication (http://catalog.iastate.edu/previouscatalogs/2022-2023/collegeofliberalartsandsciences/journalism_and_mass_communication/) Bachelor of Science (JL MC)
- Public Relations (<http://catalog.iastate.edu/previouscatalogs/2022-2023/collegeofliberalartsandsciences/publicrelations/>) Bachelor of Science (P R)

In addition, the Greenlee School offers a 4+1 program (<http://catalog.iastate.edu/previouscatalogs/2022-2023/collegeofliberalartsandsciences/advertising/#combinedundergraduateandgraduateprogramstext>) allowing students to complete their B.A. or B.S. and earn an M.S. in journalism and mass communication in fewer semesters.

Professional skills are taught and practiced alongside academic requirements using the latest technology and leading-edge communication trends and methods.

Founded in 1905, the unit was one of the first journalism programs to be accredited in 1948 and continues to be one of the longest continuously accredited programs in the country. Accreditation is based on the principle that students need a broad-based, liberal arts education and solid core courses within the discipline. Students taking one major at the school may not seek a second major or minor in the school. All students are required to take a second major or minor outside the school as an area of expertise.

Student Learning Outcomes

Students who major in programs of the Greenlee School of Journalism and Communication are expected to develop competencies in 12 key areas:

- understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- 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 current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

The Advertising Major

To receive a bachelor of arts degree in advertising, a student must earn at least 120 credits. A minimum of 72 credits must come from courses other than ADVRT, JL MC or P R. At least 50 of these credits must come from the liberal arts and sciences. Overall, at least 45 credits must be from 300-level courses or above.

The degree requirements allow for a minimum of 34 credits and a maximum of 48 credits to be taken in ADVRT, JL MC or P R. These include:

JL MC 110	Orientation to Journalism and Communication	1
JL MC 201	Reporting and Writing for the Mass Media (C+ or better)	3
ADVRT 230	Advertising Principles	3
ADVRT 301	Research and Strategic Planning for Advertising and Public Relations	3

One of the following two courses with C+ or better

ADV RT 334	Advertising Creativity	3
or ADV RT 336	Advertising Account Management	
300-level ADV RT, JL MC, or P R Electives		6

One of the following two courses:

ADV RT 434	Advertising Campaigns	3
or ADV RT 436	Advertising Portfolio Practicum	
JL MC 460	Law of Mass Communication	3
JL MC 462	Media Ethics, Freedom, Responsibility	3
400-level ADV RT, JL MC, or P R Elective		3
ADV RT 499A	Professional Media Internship: Required	3

Total Credits 34

Advertising majors are also required to take:

MKT 340	Principles of Marketing	3
STAT 101	Principles of Statistics (or another approved statistics course)	4

These additional requirements apply:

University Requirement: Students in all ISU majors must complete a three-credit course in U.S. Diversity, as well as a three-credit course in International Perspectives. The approved course lists are found at the following web addresses: (U.S. Diversity) <http://www.registrar.iastate.edu/students/div-ip-guide/usdiversity-courses> (<http://www.registrar.iastate.edu/students/div-ip-guide/usdiversity-courses/>) and (International Perspectives) <http://www.registrar.iastate.edu/students/div-ip-guide/IntlPerspectives-current/> (<http://www.registrar.iastate.edu/students/div-ip-guide/IntlPerspectives-current/>). Students must also demonstrate their communication proficiency by earning a grade of C or better in ENGL 250.

College of LAS Requirement: Minimum of 120 credits, including a minimum of 45 credits at the 300-level and above. You must also complete the LAS World Language requirement and any unmet ISU admission requirements.

Greenlee majors and minors cannot take ADV RT, JL MC or P R courses pass/not pass.

Minor or Second Major: Students are required to fulfill a secondary area of expertise. This requirement can be met by declaring a minor or a second major outside of the Greenlee School of Journalism and Communication. Students taking one major at the school may not seek a second major or minor in the school.

Juniors can apply to a concurrent degree program (<http://catalog.iastate.edu/previouscatalogs/2022-2023/collegeofliberalartsandsciences/advertising/>

#combinedundergraduateandgraduateprogramstext) and earn a B.A. in advertising and an M.S. in journalism and mass communication in fewer semesters. Contact the Director of Graduate Education for more information on the Greenlee Schools' 4+1 Program.

Advertising, B.A.

Freshman

Fall	Credits	Spring	Credits
ENGL 150		3 ECON 101	3
JL MC 110		1 LIB 160	1
Arts and Humanities		3 ADV RT 230	3
Natural Science		3 JL MC 201	3
Social Science		3 Arts and Humanities	3
		Natural Science	3
		13	16

Sophomore

Fall	Credits	Spring	Credits
ADV RT 301		3 ADV RT 334 or 336	3
ENGL 250		3 Arts and Humanities	3
STAT 101		4 Social Science	3
Natural Science		2 U.S. Diversity	3
World Languages and Cultures or Elective		4 World Languages and Cultures or Elective	4
		16	16

Junior

Fall	Credits	Spring	Credits	Summer	Credits
ADV RT/JL MC/P R-300 level choice		3 ADV RT/JL MC/ P R choice-300 level		3 ADV RT 499A	3
MKT 340		3 ADV RT/JL MC/P R choice-400 level			3

Arts & Humanities	3 International Perspective	3	
Minor/second major choice	3 Minor/second major choice-300 level	3	
Minor/second major choice	3 Minor/second major choice-300 level	3	
<hr/>		15	3

Senior

Fall	Credits	Spring	Credits
JL MC 460		3 JL MC 462	3
One of the following:		3 Elective or Minor/second major choice-300 level or above	3
ADVRT 434		Elective or Minor/second major choice-300 level or above	3
ADVRT 436		Elective or Minor/second major choice-300 level or above	3
ADVRT/JL MC/ P R 400-level choice*		3	
Minor/second major choice-300 level or above		3	

Elective or Minor/second major choice-300 level or above	3
<hr/>	
	15
	12

Minor in Advertising

Students cannot select more than one minor in the Greenlee School of Journalism and Communication. Minors in the Greenlee School are not available to Greenlee majors.

For a minor in advertising, students complete 15 credits. The minor must include at least 9 credits that are not used to meet any other department, college, or university requirement.

JL MC 101	Mass Media and Society	3
ADVRT 230	Advertising Principles	3
ADVRT 301	Research and Strategic Planning for Advertising and Public Relations	3
6 credits from the following:		6
ADVRT 335	Advertising Media Planning	
JL MC 307	Digital Video Production	
JL MC 390	Professional Skills Development	
JL MC 401	Mass Communication Theory	
JL MC 406	Media Management	
JL MC 474	Communication Technology and Social Change	
JL MC 476	World Communication Systems	
JL MC 477	Diversity in the Media	
ADVRT 497	Special Topics in Communication	

Total Credits 15

Greenlee majors and minors cannot take ADVRT, JL MC or P R courses pass/not pass.

Concurrent Undergraduate and Graduate Programs

The Greenlee School offers three concurrent degree programs:

- B.A. Advertising/M.S. Journalism and Mass Communication
- B.S. Journalism/M.S. Journalism and Mass Communication
- B.S. Public Relations/M.S. Journalism and Mass Communication

Enrollment in the Greenlee School's concurrent degree programs enables students to complete coursework for the undergraduate and graduate programs on a five-year accelerated timeline – rather

than the typical six-year timeline for the two degrees. See Journalism and Mass Communication Concurrent Undergraduate and Graduate Programs (http://catalog.iastate.edu/previouscatalogs/2022-2023/collegeofliberalartsandsciences/journalism_and_mass_communication/#combinedundergraduateandgraduateprogramstext) for more information on combining the B.A. in Advertising and the M.S. in Journalism and Mass Communication.

GRADUATE PROGRAMS

Master of Science

The Greenlee School of Journalism and Communication offers work for a Master of Science degree in journalism and mass communication.

Concurrent Programs

The Greenlee School's concurrent degree programs enable interested students the opportunity to complete coursework for the undergraduate and graduate programs on a five-year accelerated timeline – rather than the typical six-year timeline for the two degrees.

Graduate Minor

The Greenlee School graduate program offers minor work for students majoring in other departments.

See Journalism and Mass Communication Graduate Programs (http://catalog.iastate.edu/previouscatalogs/2022-2023/collegeofliberalartsandsciences/journalism_and_mass_communication/#graduatemajortext) for more information on the M.S. in Journalism and Mass Communication.