

<i>Course and Title</i>	<i>Sem. Hours</i>	<i>Min. Grade</i>	<i>Course and Title</i>	<i>Sem. Hours</i>	<i>Min. Grade</i>
YEAR ONE – Semester 1			YEAR ONE – Semester 2		
ENGL 101, English Composition I	3.0	C	JRNL 202, Creativity Across Platforms	3.0	C
UNIV 101, Saluki Success	1.0		ENGL 102, English Composition II	3.0	C
MATH 101, Intro to Contemporary Math	3.0		UCC Humanities	3.0	
CMST 101, Intro Oral Communication	3.0		UCC Social Science	3.0	
JRNL 160, Mass Communication in Society	3.0	C	UCC Physical Science	3.0	
UCC Human Health	2.0				
	15.0			15.0	
YEAR TWO – Semester 1			YEAR TWO – Semester 2		
JRNL 301, Principles of Advertising/IMC	3.0	C	JRNL 302, Copywriting & Creative Strategy	3.0	C
CMST 281, Intro to Public Relations	3.0	C	JRNL 335, Graphic Communication	3.0	C
UCC Life Science	3.0		UCC Fine Arts	3.0	
UCC Multicultural	3.0		UCC Social Science	3.0	
UCC Humanities	3.0		General Elective ¹	3.0	
	15.0			15.0	
YEAR THREE – Semester 1			YEAR THREE – Semester 2		
JRNL 304, Advertising Media	3.0	C	JRNL 405, Intro Mass Comm Research	3.0	C
Journalism Elective ¹	3.0	C	Journalism Elective ¹	3.0	C
Minor Elective ^{2&3}	3.0		Minor Elective ^{2&3}	3.0	
General Elective ³	3.0		General Elective ³	3.0	
General Elective ³	3.0		General Elective ³	3.0	
	15.0			15.0	
YEAR FOUR – Semester 1			YEAR FOUR – Semester 2		
JRNL 407, Social Issues & Advertising	3.0	C	JRNL 406, Advertising Campaigns	3.0	C
Minor Elective ^{2&3}	3.0		Journalism Elective ¹	3.0	C
General Elective ³	3.0		Minor Elective ^{2&3}	3.0	
General Elective ³	3.0		Minor Elective ^{2&3}	3.0	
General Elective ³	3.0		General Elective ³	3.0	
	15.0			15.0	

Total Hours: 120

Academic policies as well as degree and major-specific requirements can be found at catalog.siu.edu. All students are encouraged to meet with the academic advisor on a regular basis to ensure timely progress to degree.

University Core Curriculum (UCC) is satisfied with the transfer of an Associate of Art or Science (AA or AS) degree or the completion of the Illinois Articulation Initiative-General Education Core Curriculum (IAI-GECC) from an Illinois community college.

¹Approved electives for Journalism can be found in the undergraduate catalog

²Students must complete a university approved minor with a minimum of 15 hours

³72 credit hours outside mass communications related fields must be completed per accreditation requirements