

Mass Communication: Advertising Option

Bachelor of Science (BS)

Advertising Option

Creating content, establishing contacts, and maintaining connections with an ever-changing audience is the key to working in today's media industry. Southeast's Department of Mass Media prepares students to enter this fast-paced field through a combination of innovative curriculum design, access to dedicated faculty who successfully combine both professional skill sets and academic credentials, and experiential learning opportunities. Students select from one of four options to specialize in: advertising, multimedia journalism, public relations or TV/film.



The Department of Mass Media is one of the largest on Southeast's campus and one of 117 programs accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

Becoming Career Ready...

THE HOLLAND COLLEGE OF ARTS AND MEDIA PREPARES YOU TO EARN A LIVING "DOING WHAT YOU LOVE TO DO."

/ Qualified, veteran advertising professionals interact with students in small class environments.

/ Advertising graduates work in advertising, communication and marketing industries. Examples of job titles include advertising director, creative director, advertising manager, account executive and media director.

/ Students have the opportunity to use a MacBook laptop computer in the classroom during class time for departmental classes that are at the 300-level and above (MacBook laptop purchase required).

/ Advertising majors learn to create and develop imaginative messages and images to position and promote products, services and ideas.

/ Students gain proficiency in the areas of advertising writing, design, research, strategy, digital and social media and campaign planning for online, print and broadcast media.

/ Graduates of the program develop multimedia production skills using industry-standard software.

/ 100% of Southeast programs offer a real-world experience. Advertising students gain this experience working as copywriters, graphic designers, digital media strategists and brand communication managers for Southeast's student-run agency, Southeast Creative.

/ The path to a successful career starts with you! You can maximize your career development by working closely with Career Services and Southeast faculty – they are here to help you connect your passions, interests and skills in the arts to jobs and opportunities in the industry. Career Services provides professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities and more.

Transfer and Dual Credit Students

If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at semo.edu/transferecredit.

Internship and Employment Opportunities of Recent Graduates

- Anheuser-Busch
- Ansira
- AT&T
- CNN (Atlanta)
- ESPN
- FleishmanHillard
- Golin-Harris
- Hoffman Media LLC
- KSDK-TV (St. Louis); KMOV-TV (St. Louis)
- MEC
- Nestle-Purina
- Osborn Barr
- Red Letter Communications, Inc.
- Saint Francis Medical Center
- St. Louis Cardinals
- *St. Louis Post-Dispatch*
- *Southeast Missourian*
- Turner Broadcasting – Turner Sports
- Universal Studios (Los Angeles)
- *Washington Post*

Admission Requirements:

To be formally admitted into the Advertising option, complete the Declaration of Major form and meet the following criteria:

1. Completion of a minimum 15-semester hours at Southeast Missouri State University or transferred from an accredited college or university.
2. Attain a minimum cumulative grade point average (GPA) of 2.0 on a 4.0 scale.
3. Completion of EN 100 or EN 140 with a minimum grade of "C."

Retention Requirements:

Maintain the following requirements to continue with advanced coursework in the major:

1. Receive a grade of "C" or higher in all required coursework within the major. Courses may be repeated to raise grades below "C."
2. Maintain a minimum cumulative 2.0 GPA and major GPA of 2.25 on a 4.0 scale. Students must have 2.25 major GPA to qualify for an off-campus internship.

NOTE: A student failing to fulfill any of the above requirements will not be allowed to continue with more advanced coursework until the above criteria are met.

Graduation Requirements:

To graduate with a major in Mass Communication, in addition to fulfilling all university requirements, satisfy the following criteria:

1. Present a minimum of "C" or higher in all required coursework within the major.
2. Present a minimum overall GPA of 2.00 on a 4.0 scale. Present a minimum departmental GPA of 2.25 on a 4.0 scale.
3. Complete 75 hours outside of the MC prefix.
4. Complete a minor or second major outside of Mass Communication.
5. Complete an assessment activity, MC 001 Exit Interview, in the final semester of coursework.

To learn more
 Office of Admissions
 (573) 651-2590
admissions@semo.edu
semo.edu

To explore
 the Holland College of Arts
 and Media online, visit
semo.edu/arts-media

For advising
 Center for Academic Advising
semo.edu/advising

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Degree Map 2021-2022

This is a guide based on the 2021-2022 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use Degree Works to monitor their individual progress.

CURRICULUM CHECKLIST

“Critical Courses” are *italicized and bolded*. Data shows that students who have completed this course in the first two years and have earned the noted grade are most likely to complete this program of study.

Mass Communication: Advertising Option – 45 hours – Minor required

(NOTE: Within the 120 hours it takes to complete a BS in Mass Communication, students must complete a minimum of 75 hours outside of the MC prefix.)

(NOTE: Students taking classes within the Department of Mass Media that are at the 300 level and above will be required to have a MacBook laptop computer for use in the classroom during class time.)

Required Core Courses

A grade of ‘C’ or better is required in each core course except MC001 which is a credit/no credit course.

- ___ MC 001 Exit Interview (0)
- ___ **MC 101 Media and Society (3)**
- ___ MC 221 Digital Media Production (3)
- ___ **MC 301 Media Analytics (3)**
- ___ MC 304 Media Diversity (3)
- ___ MC 382 Media History (3)
- ___ MC 401 Media Law (3)
- ___ MC xxx Elective (3)
- ___ MC xxx Elective (3)

Required Option Courses

A grade of ‘C’ or better is required in each required option course.

- ___ MC211 Advertising and Society (3)
- ___ MC310 Advertising Analysis and Strategy (3)
- ___ MC312 Advertising Creative Concepts (3)
- ___ MC316 Advertising Media (3)
- ___ MC318 Advertising Digital Applications (3)
- ___ MC418 Advertising Campaigns (3)
- ___ MC429 Media Management (3)

Required Support Course – choose 3 hours:

A grade of ‘C’ or better is required.

- ___ **MA123 Mathematical Reasoning and Modeling (3)**
- ___ **MA155 Statistical Reasoning (3)**

Required Minor – 15 Hours (minimum)

Students may choose any minor program of study.

General Education Requirements – some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)
- Civics examination

SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	1	MC211	3
	EN100	3	MC221	3
	MA123 or MA155	3	General Education	3
	MC101	3	General Education	3
	General Education	3	General Education	3
	General Education	3		
	Total	16	Total	15
Milestone: Admission to the Mass Communication program after the second semester.				
SECOND YEAR	MC310	3	MC301	3
	General Education	3	MC304	3
	General Education	3	MC312	3
	General Education	3	General Education	3
	Minor/Elective	3	General Education	3
	Total	15	Total	15
Milestone: Maintain 2.0 cumulative GPA and 2.25 major GPA.				
THIRD YEAR	MC316	3	MC418	3
	MC318	3	MC382	3
	MC Elective	3	General Education	3
	Minor/Elective	3	Minor/Elective	3
	Elective	3	Elective	3
	Total	15	Total	15
Milestone: Maintain 2.0 cumulative GPA and 2.25 major GPA.				
FOURTH YEAR	MC401	3	MC001	0
	MC429	3	Minor/Elective	3
	MC Elective	3	Minor/Elective	3
	Minor/Elective	3	Elective	3
	Minor/Elective	3	Elective	3
			Elective	3
	Total	15	Total	15
Milestone: Maintain 2.0 cumulative GPA and 2.25 major GPA.				

A “Milestone” signifies a significant stage for a student in the completion of a degree.

A minimum 2.25 GPA in the major is required to graduate with a BS in Mass Communication degree.

Degree requirements for all students: a minimum of 120 credit hours, completion of the General Education program, and completion of 39 senior division hours (300-599). Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.

Revised
5/4/2021

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