

# 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.



ACEJMC

The Department of Mass Media is one of the largest on Southeast's campus and one of 119 programs accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

### Advertising students will...

- Learn to create and develop imaginative messages and images to position and promote products, services, and ideas.
- Interact with qualified, veteran advertising professionals in small class environments.
- Gain proficiency in the areas of advertising writing, design, research, strategy, digital and social media, and campaign planning for online, print, and broadcast media.
- Develop multimedia production skills using industry-standard software.
- Obtain real-world experience working as copywriters, graphic designers, digital media strategists, and brand communication managers for Southeast's award-winning student newspaper, *The Arrow*.

### Career Planning

Career preparation is part of the mission of Southeast. In fact, more than 90% of Southeast students participate in internships, clinical opportunities, student teaching, research assistantships, and study abroad.

Professional career counselors are available for all students. The Office of Career Services in Academic Hall 057 can provide students with professional career counseling, resume critiques, practice interviews, job search strategies, career events, networking opportunities, and more.

Demonstrated Career Proficiency is a Requirement of all Southeast Students		
CL001/CL002	First Semester	Complete the FOCUS2 assessment and develop a Career Action Plan.
CL003	Junior Year	Students gain information about career planning and job searching resources.
CL004	Senior Year	Students demonstrate advanced proficiency by identifying a position in their field, developing a cover letter, and tailoring a resume for the position. Materials are critiqued to ensure preparedness for a successful job search.

### 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 2.50 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 and major GPA of 2.50 on a 4.0 scale. Students must have 2.75 major GPA to qualify for an off-campus internship.
3. Maintain a minimum GPA of 2.50 for all coursework within the Mass Communication major.

*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 2.50 on a 4.0 scale. Present a minimum departmental GPA of 2.50 on a 4.0 scale.
3. Complete 78 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](mailto:admissions@semo.edu)  
[www.semo.edu](http://www.semo.edu)

**To explore**  
 the Department  
 of Mass Media online, visit  
[www.semo.edu/massmedia](http://www.semo.edu/massmedia)

**For advising**  
 Center for Academic Advising - South  
 (573) 651-2007  
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[advisingsouth@semo.edu](mailto:advisingsouth@semo.edu)

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This is a guide based on the 2016-2017 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 DegreeWorks 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 – 36 hours – Minor required

(NOTE: Within the 120 hours it takes to complete a BS in Mass Communication, students must complete a minimum of 78 hours outside of the MC prefix.)

#### Required Core Courses

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

- \_\_\_ MC001 Exit Interview (0)
- \_\_\_ **MC101** *Mass Communication and Society* (3)
- \_\_\_ **MC301** *Mass Communication Theory & Research* (3)
- \_\_\_ MC304 Diversity in Communication (3)
- \_\_\_ MC401 Communication Law (3)
- \_\_\_ MCxxx Mass Media Elective Course (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 Courses

A grade of 'C' or better is required in each support course.

- \_\_\_ **MA155** *Statistical Reasoning* (3)
- \_\_\_ UI382 History and Philosophy of American Mass Media (3)

#### Required Minor – 15 Hours (minimum)

Students may choose any minor program of study.

#### University Studies Requirements (not already listed above):

UI100 First Year Seminar, EN100 English Composition, Artistic Expression, Written Expression, Oral Expression, Literary Expression, Behavioral Systems, Living Systems, Physical Systems, Development of a Major Civilization, Economic Systems, Political Systems, one IU/UI3XX, and one UI4XX.

### SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>FIRST YEAR</b>	UI100	3	MC211	3
	EN100	3	Artistic Expression	3
	<b>MA155</b>	<b>3</b>	Oral Expression	3
	<b>MC101</b>	<b>3</b>	Living Systems	3
	Behavioral Systems	3	Written Expression	3
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
Milestone: Admission to the Mass Communication program after the second semester.				
<b>SECOND YEAR</b>	Develop of a Major Civ	3	<b>MC301</b>	<b>3</b>
	Economic Systems	3	MC304	3
	Literary Expression	3	MC310	3
	Physical Systems	3	Political Systems	3
	Minor/Elective	3	Minor/Elective	3
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
Milestone: Maintain 2.5 cumulative GPA and 2.5 major GPA.				
<b>THIRD YEAR</b>	MC312	3	MC316	3
	MC Elective	3	MC318	3
	IU/UI3XX	3	UI382	3
	Minor/Elective	3	Minor/Elective	3
	Minor/Elective	3	Minor/Elective	3
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
Milestone: Maintain 2.5 cumulative GPA and 2.5 major GPA.				
<b>FOURTH YEAR</b>	MC401	3	MC001	0
	MC418	3	UI4XX	3
	MC429	3	Minor/Elective	3
	Minor/Elective	3	Minor/Elective	3
	Minor/Elective	3	Minor/Elective	3
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
Milestone: Maintain 2.5 cumulative GPA and 2.5 major GPA.				

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

**Degree requirements for all students:** a minimum of 120 credit hours, completion of University Studies program, career proficiencies (CL001-004), Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAPP) at the senior level.

A minimum 2.5 GPA in the major and overall are required to graduate with a BS in Mass Communication degree.

Refer to the Undergraduate Bulletin or DegreeWorks for additional graduation requirements (i.e. minimum GPA and coursework) for your program of study.

Revised  
2/23/2016