



MASS COMMUNICATION & JOURNALISM Advertising Option, B.A. (120 Units)

Valid for Catalog Years: 2018/2019 to 2019/2020

*Official planning guide approved by the College of Arts & Humanities

For assistance or to schedule an advising appointment, please contact the **Department of Mass Communication & Journalism** at 559-278-2087, McKee Fisk 236
CAH Advising and Support Center: 559-278-4597, Speech Arts 156

	Freshman		Sophomore		Junior		Senior	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Units	15-17	15-17	15-20	15-16	12-17	15-17	30-34	
Milestones								
General Education	A1 (3 Units) Oral Communication <small>*Must pass with a C or better</small>	B2 (3-4 Units) Life Sciences	A3 (3 Units) Critical Thinking <small>*Must pass with a C or better</small>	C1/C2 (3-4 Units) Arts and Humanities	IB (3 Units) Physical Universe & Its Life Forms	ID (3-4 Units) Social, Political, & Economic Institutions		
	A2 (3 Units) Written Communication <small>*Must pass with a C or better</small>	C2 (3-4 Units) Humanities	B1 (3-4 Units) Physical Sciences	E1 (3 Units) Lifelong Understanding & Self Development	IC (3-4 Units) Arts & Humanities			
	B4 (3-4 Units) Quantitative Reasoning <small>*Must pass with a C or better</small>	D1 (3 Units) American History	B3 (0-3 Units) Lab					
	C1 (3-4 Units) Arts	D2 (3 Units) American Government						
Major	GE Area D3 MCJ 1 (3 Units)	MCJ 10 (3 Units)	Liberal Arts & Sciences Block (3 Units) <small>*See footnotes</small>	Liberal Arts & Sciences Block (3 Units) <small>*See footnotes</small>	MCJ 142 (3 Units)	MCJ 143 (3 Units) <small>[Pre-Req: MCJ 142]</small>	MCJ 144 (3 Units) <small>[Pre-Req: MCJ 10, 142]</small>	MCJ 148 (3 Units) <small>[Pre-Req: MCJ 142, 144, 146]</small>



MASS COMMUNICATION & JOURNALISM Advertising Option, B.A. (120 Units)

Valid for Catalog Years: 2018/2019 to 2019/2020

*Official planning guide approved by the College of Arts & Humanities

For assistance or to schedule an advising appointment, please contact the **Department of Mass Communication & Journalism** at 559-278-2087, McKee Fisk 236
CAH Advising and Support Center: 559-278-4597, Speech Arts 156

	Freshman		Sophomore		Junior		Senior	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Units	15-17	15-17	15-20	15-16	12-17	15-17	30-34	
Major			Liberal Arts & Sciences Block (3 Units) *See footnotes	Liberal Arts & Sciences Block (3 Units) *See footnotes	MCJ 172 or 173 (3 Units)	MCJ 146 (3 Units) [Pre-Req: MCJ 142]	Liberal Arts & Sciences Block (3 Units) *See footnotes	MCJ 163 - 179 (3 Units) *See course catalog for prerequisite requirements
							MCJ Electives (3 Units) MCJ 30, 104, 105, 106, 115, 124, 131S, 152S, 158S, 159S, 164, or 191 *See course catalog for prerequisite requirements	
							MCJ Electives (3 Units) MCJ 30, 104, 105, 106, 115, 124, 131S, 152S, 158S, 159S, 164, or 191 *See course catalog for prerequisite requirements	
Additional Graduation Requirements			Elective	Elective	UDWS (0-4 Units) *Upper Division Writing Exam OR "W" Course (must pass with a C or better)	MI (3 Units) Multicultural/International	Elective	Elective
						Elective	Elective	Elective



MASS COMMUNICATION & JOURNALISM Advertising Option, B.A. (120 Units)

Valid for Catalog Years: 2018/2019 to 2019/2020

*Official planning guide approved by the College of Arts & Humanities

For assistance or to schedule an advising appointment, please contact the **Department of Mass Communication & Journalism** at 559-278-2087, McKee Fisk 236
CAH Advising and Support Center:
559-278-4597, Speech Arts 156

	Freshman		Sophomore		Junior		Senior	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Units	15-17	15-17	15-20	15-16	12-17	15-17	30-34	

FOOTNOTES:

Prerequisites/Corequisites: Other restrictions may apply. Please see your course catalog for detailed prerequisite/corequisite requirements.

Grade Requirements: MCJ majors are not permitted to enroll for CR/NC grading in MCJ courses applied to the major, except for courses that require such grading. A grade of C or better in each MCJ course is required.

General Education: No GE course offered by the Department of Mass Communication & Journalism may be used to satisfy the GE requirements for MCJ majors. MCJ courses which may not be used for GE are MCJ 1, 175, 176, 178, and 179.

Electives: Students must earn a minimum of 120 units total to graduate. The number of required elective units may vary, depending on the amount of units earned from major and GE courses.

Department Qualification Exam (DQE): Before enrolling in any of the department's writing or editing courses, all students must pass the (DQE). Students are permitted three attempts to pass the DQE but after two unsuccessful attempts, they must take MCJ 5.

Liberal Arts & Sciences Block: The Liberal Arts & Sciences Course List is available from the student's faculty advisor and on the MCJ website at <http://www.fresnostate.edu/artshum/mcj/advising/index.html>.

Upper Division Writing Skills requirement (UDWS): All undergraduate students must demonstrate competency in writing skills by passing the Upper Division Writing Exam (UDWE) or by obtaining a C or better in an approved upper division writing course, identified by the letter "W."

Substitutions: If substitutions/exceptions/waivers are made for any major courses that also meet GE and/or the Multicultural/International graduation requirement, the student is responsible for completing additional courses to satisfy the respective areas (GE and/or MI). This also includes the upperdivision writing requirement.

MASS COMMUNICATION & JOURNALISM
Advertising Option, B.A. (120 Units)

Valid for Catalog Years: 2012/2013 to 2017/2018

*Official planning guide approved by the College of Arts & Humanities

For assistance or to schedule an advising appointment, please contact the **Department of Mass Communication & Journalism** at 559-278-2087, McKee Fisk 236
CAH Advising and Support Center:

559-278-4597, Speech Arts 156

Units	Freshman		Sophomore		Junior		Senior	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
	15-17	15-17	15-20	15-16	12-17	15-17	30-34	
General Education	A1 (3 Units) Oral Communication *Must pass with a C or better	B2 (3-4 Units) Life Sciences	A3 (3 Units) Critical Thinking *Must pass with a C or better	C1/C2 (3-4 Units) Arts and Humanities	IB (3 Units) Physical Universe & Its Life Forms	ID (3-4 Units) Social, Political, & Economic Institutions		
	A2 (3 Units) Written Communication *Must pass with a C or better	C2 (3-4 Units) Humanities	B1 (3-4 Units) Physical Sciences	D3 (3 Units) Social Science	IC (3-4 Units) Arts & Humanities	MI (3 Units) Multicultural/International		
	B4 (3-4 Units) Quantitative Reasoning *Must pass with a C or better	D1 (3 Units) American History	B3 (0-3 Units) Lab	E1 (3 Units) Lifelong Understanding & Self Development				
	C1 (3-4 Units) Arts	D2 (3 Units) American Government						
Major	MCJ 1 (3 Units) *Must pass DQE	MCJ 10 (3 Units) *Must pass DQE	Liberal Arts & Sciences Block (3 Units) *See footnotes	Liberal Arts & Sciences Block (3 Units) *See footnotes	MCJ 142 (3 Units)	MCJ 143 (3 Units) [Pre-Req: MCJ 142]	MCJ 144 (3 Units) [Pre-Req: DQE; MCJ 10, 142]	MCJ 148 (3 Units) [Pre-Req: MCJ 142, 144, 146]
			Liberal Arts & Sciences Block (3 Units) *See footnotes	Liberal Arts & Sciences Block (3 Units) *See footnotes	MCJ 172 or 173 (3 Units)	MCJ 146 (3 Units) [Pre-Req: MCJ 142]	Liberal Arts & Sciences Block (3 Units) *See footnotes	MCJ 163 - 179 (3 Units) *See course catalog for prerequisite requirements

MASS COMMUNICATION & JOURNALISM
Advertising Option, B.A. (120 Units)

Valid for Catalog Years: 2012/2013 to 2017/2018

*Official planning guide approved by the College of Arts & Humanities

For assistance or to schedule an advising appointment, please contact the **Department of Mass Communication & Journalism** at 559-278-2087, McKee Fisk 236
CAH Advising and Support Center:
559-278-4597, Speech Arts 156

	Freshman		Sophomore		Junior		Senior	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Units	15-17	15-17	15-20	15-16	12-17	15-17	30-34	
Major							MCJ Electives (3 Units) MCJ 30, 104, 105, 106, 115, 124, 131S, 152S, 158S, 159S, 164, or 191 *See course catalog for prerequisite requirements	
							MCJ Electives (3 Units) MCJ 30, 104, 105, 106, 115, 124, 131S, 152S, 158S, 159S, 164, or 191 *See course catalog for prerequisite requirements	
Electives			Elective		UDWS (0-4 Units) *Upper Division Writing Exam OR "W" Course (must pass with a C or better)	Elective	Elective	Elective
							Elective	Elective

MASS COMMUNICATION & JOURNALISM
Advertising Option, B.A. (120 Units)

Valid for Catalog Years: 2012/2013 to 2017/2018

*Official planning guide approved by the College of Arts & Humanities

For assistance or to schedule an advising appointment, please contact the **Department of Mass Communication & Journalism** at 559-278-2087, McKee Fisk 236 **CAH Advising and Support Center:** 559-278-4597, Speech Arts 156

	Freshman		Sophomore		Junior		Senior	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Units	15-17	15-17	15-20	15-16	12-17	15-17	30-34	

FOOTNOTES:

Prerequisites/Corequisites: Other restrictions may apply. Please see your course catalog for detailed prerequisite/corequisite requirements.

Grade Requirements: MCJ majors are not permitted to enroll for CR/NC grading in MCJ courses applied to the major, except for courses that require such grading. A grade of C or better in each MCJ course is required.

General Education: No GE course offered by the Department of Mass Communication & Journalism may be used to satisfy the GE requirements for MCJ majors. MCJ courses which may not be used for GE are MCJ 1, 175, 176, 178, and 179.

Electives (21 units): Students must earn a minimum of 120 units total to graduate. The number of required elective units may vary, depending on the amount of units earned from major and GE courses.

Department Qualification Exam (DQE): Before enrolling in any of the department's writing or editing courses, all students must pass the (DQE). Students are permitted three attempts to pass the DQE but after two unsuccessful attempts, they must take MCJ 5.

Liberal Arts & Sciences Block: The Liberal Arts & Sciences Course List is available from the student's faculty advisor and on the MCJ website at <http://www.fresnostate.edu/artshum/mcj/advising/index.html>.

Upper Division Writing Skills requirement (UDWS): All undergraduate students must demonstrate competency in writing skills by passing the Upper Division Writing Exam (UDWE) or by obtaining a C or better in an approved upper division writing course, identified by the letter "W."