

4/18/2024

**Advising Road Map**

Major:	Advertising
Concentration:	Management Track
Total Units to Degree:	120
Academic Year:	2023 - 2024

The following road map is an advising tool that outlines a path of courses a student can take to complete requirements for graduation, and *is designed for students who enter SJSU in Fall 2021 and after*. This roadmap should be used in consultation with the catalog and your department to identify additional requirements for completing the major (for example course grade minimums). Students must have 60+ units in order to take SJSU Studies courses.

**Fall Semester- Year 1**

Course or Requirement	Units
ADV 91	3
GE (Lower Division) Area A2	3
GE (Lower Division) Area B1	3
American Institutions A (US1, GE D2/3)	3
GE (Lower Division) Area C1	3
<b>Total Semester Units:</b>	<b>15</b>

**Spring Semester- Year 1**

Course or Requirement	Units	
STATS 95 (GE B4)	3	GE Lower Division
GE (Lower Division) Area A3	3	American Institutions
GE (Lower Division) Area B2/3	4	PE
American Institutions B (US2-3, GE D2/3)	3	GE Upper Division
PE (Physical Education)	1	Major Req
		University Electives
<b>Total Semester Units:</b>	<b>14</b>	

**Fall Semester- Year 2**

Course or Requirement	Units
MCOM 63	3
GE (Lower Division) Area A1	3
GE (Lower Division) Area C2	3
GE (Lower Division) Area E	3
PE (Physical Education)	1
University Elective	3
<b>Total Semester Units:</b>	<b>16</b>

**Spring Semester- Year 2**

Course or Requirement	Units
MCOM 70	3
ADV 121	3
GE (Lower Division) Area C1 or C2	3
GE (Lower Division) Area F**	3
University Elective	3
*Reminder: Take the WST*	
<b>Total Semester Units:</b>	<b>15</b>

**\*\* GE Area F is new GE as of Fall 2021. It is required for first-year students who start at SJSU in Fall 2021 and after. It will be required for transfer students who start at SJSU starting in Fall 2023 and after.**

**For transfer students who enter SJSU Fall 2021-Spring 2023, replace this course with a University Elective.**

**Fall Semester- Year 3**

Course or Requirement	Units
MCOM 100W (GE Area Z)	3
ADV 122	3
MCOM 104	3
ADV 93 (Fall Only)	3
BUS2 130	3
<b>Total Semester Units:</b>	<b>15</b>

**Spring Semester- Year 3**

Course or Requirement	Units
ADV 123	3
ADV 126	3
MCOM 170	3
JMC Elective (Recommended ADV 116)	3
GE (Upper Division) Area R	3
*Reminder: apply for the Agency*	
<b>Total Semester Units:</b>	<b>15</b>

**Fall Semester- Year 4**

Course or Requirement	Units
MCOM 111*	3
ADV 128	3
MCOM 175 (Fall Only)	3
GE (Upper Division) Area S	3
University Elective	3
<b>Total Semester Units:</b>	<b>15</b>

**Spring Semester- Year 4**

Course or Requirement	Units
ADV 129*	3
BUS5 146	3
GE (Upper Division) Area V	3
University Elective	3
University Elective	3
<b>Total Semester Units:</b>	<b>15</b>

NOTES: All Advertising majors must do a 150-hour internship after completing nine units of ADV classes. Approval is needed to sign up for MCOM 111: Internships. This can be done any semester or during the summer or winter sessions. MCOM 180: Independent Study for one unit of credit can be taken any time. Students work directly with faculty in their major. JMC ELECTIVE: any JMC course that is not a GE prep for Major course or Core Major course can be counted as an elective course toward the major. Please refer to your major form for list of JMC electives. See the JMC School website for more information about courses: [www.sjsujmc.com](http://www.sjsujmc.com)

\*\*NOTES: MCOM 199 substitute for MCOM 111 and ADV 129 by invitation.