



First Year					
First Semester			Second Semester		
77-101	University Seminar	1	29-102	Fund of Oral Communication	3
10-111	Composition I	3	10-112	Composition II	3
	Fine Arts	3	20-120	Introduction to Mass Media	3
20-110	Fund. Of Electronic Media Prod.	3	20-130	Professional Media Writing	3
33-155/56	American Experiences	3		Digital Literacy	3
<b>Total Hours</b>		<b>13</b>	<b>Total Hours</b>		<b>15</b>
Second Year					
First Semester			Second Semester		
20-230	Intro to Advertising	3		Math Requirement	3
	Electives	6	20-243	Media Design	3
	Social & Behavioral Science	3	34-102	American Government and Politics	3
20-220	Media Literacy	3		Life Science & Lab	4
	Practicum Requirement	1	20-351	Advanced Practicum Requirement	2
<b>Total Hours</b>		<b>16</b>	<b>Total Hours</b>		<b>15</b>
Third Year					
First Semester			Second Semester		
20-343	Advanced Media Design	3	20-304	Advertising Case Studies	3
	Global Experiences	3	20-303	Introduction to Web Publishing	3
	Physical Science & Lab	4		Social & Behavioral Science	3
20-321	Media Planning and Sales	3	20-333	Social Media Strategies	3
10-220	Introduction to Literature	3		Electives	3
<b>Total Hours</b>		<b>16</b>	<b>Total Hours</b>		<b>15</b>
Fourth Year					
First Semester			Second Semester		
20-314	Communication Law & Ethics	3	20-428	Creative Concepts in Advertising	3
	Western Experiences	3		Electives	7
	Approved Elective	3	20-320	Theories of Mass Communication	3
20-409	Media Business & Entrep.	3		Advanced Practicum	2
	Elective	2	20-416	Senior Seminar	1
20-151	Practicum	1			
<b>Total Hours</b>		<b>15</b>	<b>Total Hours</b>		<b>16</b>

This sample plan is a supplement to your Degree Audit. Consult your advisor on a regular basis for individual academic planning.



## The Northwest Difference

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Students majoring in **mass media with an emphasis in applied advertising** focus on the tangible media, the visual as well as creative aspects of advertising. At Northwest, students have opportunities to participate in creating and selling advertisements on the award-winning, student-managed KZLX radio and KNWT television stations, Northwest Missourian newspaper and Tower yearbook as soon as the first Semester of their freshman year.

Faculty focus on three core areas: business of advertising, creativity and media sales. In **business of advertising**, students learn legal and regulatory ethics, operational structure and media planning; the **creativity** component includes the message strategy, design concepts and knowledge of critical analysis; and **media sales** provide information about media mix concepts, messaging across sales, understanding media rates and the importance of digital and social media.

## CAREER OPPORTUNITIES

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**\*80%** of students who graduated with a degree in mass media with an emphasis in applied advertising obtained employment or continued their education within six months after graduation. Job titles related to this major include:

- Advertising manager
- Advertising agency creative director, copywriter
- Advertising designer
- Advertising sales
- Media planner and buyer
- Social media manager

## Profession-Based Learning Experiences

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- The **Northwest Missourian** is the student-led weekly newspaper covering news on campus and the community of Maryville. The publication is a member of the Associated Collegiate Press Hall of Fame and a winner of multiple individual and team awards each year.
- **KNWT** is the student-produced television station with original programming for the campus and community. KNWT has received multiple nods as a finalist for the College Media Association's Pinnacle Award recognizing it as the top college television station in the nation.
- **Tower Yearbook** is Northwest's student-led yearbook and annually documents campus life. A national leader, the yearbook is an Associated Collegiate Press Hall of Fame member and regular Pacemaker finalist.
- The **Michael L. Faust Media Lab** provides an active learning environment that provides students with the newest media tools. It is outfitted with Mac computers, large monitors and multiple flat-screen televisions synced with a Smart Board.

**Internships** are required with this major. Northwest offers many on-campus internships in addition to opportunities to network and gain internships with regional and nationally known agencies. Northwest advertising students have landed internships in Missouri, Iowa, Nebraska and across the country at large brand companies, media companies and advertising agencies, such as:

- Cumulus Media
- Barkley Ad Agency
- Sporting Park
- The Knot
- Bozell Ad Agency
- Entercom
- Bushnell
- Bearcat Sports
- Mix 93.3 (Kansas City)