



Bachelor of Arts in Communication
Major: Advertising (120 credits)
For students entering under UG Catalog 2023-2024

Fall Semester Freshman Year			Spring Semester Freshman Year		
	Credits	Status		Credits	Status
COMM 1004: First Year Experience in Communication	1	C	COMM 1014: Introduction to Communication	3	C
COMM 1015: Communication Skills #	3	1f	COMM 1016: Communication Skills #	3	1f
Pathways Critical Thinking in the Humanities	3	2	Pathways Reasoning in the Natural Sciences	3	4
Pathways Reasoning in the Social Sciences #	3	3	Pathways Quantitative & Computational Thinking	3	5f
Pathways Reasoning in the Natural Sciences	3	4	Pathways Critique and Practice in Art and Design	3	6a
Pathways Quantitative & Computational Thinking	3	5f			
TOTAL	16		TOTAL	15	
Fall Semester Sophomore Year			Spring Semester Sophomore Year		
	Credits	Status		Credits	Status
COMM 2024: Media Writing *	3	C	COMM 2094: Communication & Issues of Diversity *	3	C
COMM 2124: Introduction to Communication Research *	3	C	COMM 2034: Visual Media *	3	M
COMM 2084: Media and Society	3	C	Pathways Critical Thinking in the Humanities	3	2
Pathways Discourse #	3	1a	Pathways Reasoning in the Social Sciences #	3	3
Pathways Quantitative & Computational Thinking	3	5a	Pathways Critique and Practice in Art and Design	3	6d
TOTAL	15		TOTAL	15	
Fall Semester Junior Year			Spring Semester Junior Year		
	Credits	Status		Credits	Status
MKTG 3104: Marketing Management *	3	M	MKTG 3504: Advertising *	3	M
Advertising Restricted Elective (See back page)	3	M	Advertising Restricted Elective (See back page)	3	M
Pathways Critical Analysis of Equity and Identity in U.S.	3	7	Advertising Restricted Elective (See back page)	3	M
Free Elective	3		Free Elective	3	
Free Elective	3		Free Elective	3	
TOTAL	15		TOTAL	15	
Fall Semester Senior Year			Spring Semester Senior Year		
	Credits	Status		Credits	Status
COMM 4024: Communication Law *	3	C	ADV 3024: Ethics and Social Responsibility in Advertising	3	M
ADV 3004: Advertising Copywriting & Brand Storytelling *	3	M	PR 4304: Public Relations Campaigns * or MKTG 4304: Marketing Communication *	3	M
ADV 3014: Account Planning & Media Buying *	3	M	Free Elective	3	
MKTG 4204: Consumer Behavior *	3	M	Free Elective	3	
Free Elective	3		Free Elective	2	
TOTAL	15		TOTAL	14	

Status: C = Degree Core Required Course, M = Major Required Course, Numbers = Pathways to General Education Requirements.

* **Prerequisites:** Some courses on this checksheet have prerequisites. Please consult the University Course Catalog or check with your adviser about prerequisites.

Students who transfer into the major after their freshman year may substitute ENGL 1105-1106 for COMM 1015-1016. Those transfer students should take COMM 2004 for Discourse 1a and COMM 1014 for one of their Reasoning in the Social Sciences 3 courses.

MINORS & ELECTIVES

In addition to Core Degree (19 credits), Major (33 credits), and Pathways (45 credits) requirements, students must complete at least 23 credits in the following categories to reach 120 credits for graduation:

- Minor, cognate, or double major**—*Beyond* studies in Advertising and other mass communication disciplines, students must build content knowledge in another area of focus by completing a minor or cognate (minimum 18 credits) or double major (credits vary by major).
- Electives**—Once students complete a minor or cognate, they still need further credits for graduation. Students might consider education abroad, an internship, a field study, undergraduate research, independent study, other non-required Pathways, or foreign language courses. Students **should NOT include ADV, COMM, JMC, or PR courses** among these electives.

RESTRICTED ADVERTISING ELECTIVES

- ADV 2134 (CMST 2134): Introduction to Health Communication (3)
ADV 3034 (PR 3034): Topics in Public Relations and Advertising (3)
ADV 4324 (CMST 4324): Issues in Health Communication (3) Junior standing.
ART 1234: Topics in Visual Communication Design for Non-Majors (3)
ART 3574: Topics in Graphic Design (3) Pre: ART 2576
ART 4504: Topics in Multimedia Studio (3) Pre: (ART 1414, ART 1604) or (ART 1504, ART 1514, ART 2504)
COMM 4974: Independent Study [or Internship] (3)
COMM 4994: Undergraduate Research (3)
JMC 4064: Social Media Analytics (3) Pre: COMM 2124
JMC 4264: Social Media Theory and Practice (3) Pre: COMM 2034
MGT 3304: Management Theory and Leadership Practice (3) Pre: Sophomore standing
MKTG 3164: Introduction to Digital Marketing Strategy (3) Pre: 3104 or 3104H
PR 2044: Principles of Public Relations (3)
PR 3014: Public Relations Cases (3) Pre: 2044
PR 3084: Advanced Public Relations Research Methods (3) Pre: (COMM 2044 or PR 2044), COMM 2124
PR 3144: Writing and Editing for Public Relations (3) Pre: COMM 2024
PR 3324: Corporate Communication (3) Junior standing.
PR 3334: Public Relations and Corporate Social Responsibility (3) Pre: COMM 2044 or PR 2044)

GRADUATION REQUIREMENTS

1. Minimum of 120 semester credit hours total from the following categories: Core Degree Required Courses (19 credits), Major Required Courses (33 credits), Pathways to General Education Required Courses (45 credits), and Minor and Elective Courses (23 credits).
2. Minimum of 40 credits in ADV, COMM, JMC, and PR; minimum of 72 credits outside ADV, COMM, JMC, and PR.
3. Overall GPA of 2.0; major GPA 2.0, based on all ADV, COMM, JMC, and PR courses the student has completed.
4. Courses taken in major to fulfill graduation requirements must be graded A-F (not pass/fail).
5. ADV, COMM, JMC, or PR courses taken for a minor or cognate may NOT be counted toward major requirements.
6. Foreign Language—Requirement can be met in one of three ways:
 - 2 years of single foreign or classical language or American Sign Language in middle or high school, **OR**
 - Credit by examination for a foreign or classical language or American Sign Language (This option is available only to students who learned a foreign language without the benefit of formal training.), **OR**
 - 6 college-level semester credits in a single foreign or classical language or American Sign Language. These credits are in addition to the 120 required for graduation.

PROGRESS TOWARD DEGREE

A student will be certified as making satisfactory progress toward a degree by meeting these requirements:

- Completion of COMM 1004 within the first 3 classes (9 credits) in the major.
- Completion of COMM 2084 within the first 6 classes (18 credits) in the major. Minimum grade of C- required.
- Completion of COMM 2124 within the first 8 classes (24 credits) in the major.
- Overall GPA—Students who fall below 2.0 will follow university policies for probation and subsequent suspension if the GPA is not raised during the probation period.
- Major GPA—Students who fall below 2.0 in their major coursework will have one semester to regain the required GPA standards. All ADV, COMM (core requirements), JMC, and PR courses are included in this calculation. A student who fails to make satisfactory progress toward degree after that semester will be blocked from continuing in ADV or another School of Communication major.