



Bachelor of Arts in Arts, Humanities and Social Sciences

Major: Advertising

2018-2019 Sample 4-Year Plan

Total Degree Requirements: 120 credits

Student _____ Student ID# _____ Student Phone # _____

Advisor _____ Minimum GPA 2.50 Minor/Career Interest(s) _____

Students are not limited to this plan; it is meant to be used as a guide for planning purposes in consultation with your advisor. The sample schedule is one possible path to completing your degree within four years. For official program requirements, please refer to the [Undergraduate Catalog](#).

First Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
AHSS 111	Introduction to Global Citizenship and Diversity		3		
ENGL 101	Composition I (SGR #1)	p. Placement	3		
MCOM 119	MCOM Fundamentals – First Year Seminar		2	F/S	
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language (SGR #4)	Placement testing is required to determine proficiency level.	4		
SGR #6	Natural Sciences		3		
Total Credit Hours			15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 210-210L	Basic Newswriting and Lab	p. ENGL 101	3		
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language (SGR #4).	p. 101	4		
SGR #3	Social Sciences/Diversity	SGR #3 satisfied by coursework from 2 different disciplines.	3		
SGR #5	Mathematics	p. Placement	3		
SPCM 101	Fundamentals of Speech (SGR #2)		3		
Total Credit Hours			16		

Second Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ENGL 201 or ENGL 283	Composition II or Creative Writing (SGR #1)	p. ENGL 101	3		
MCOM 220-220L	Introduction to Digital Media and Lab		3	F/S	
Minor/2 nd Major Course			3		
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language.	p. 102	3		
SGR #6	Natural Sciences		3		
Total Credit Hours			15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ECON 201 or ECON 202	Principles of Microeconomics or Principles of Macroeconomics (SGR #3)	SGR #3 satisfied by coursework from 2 different disciplines.	3		
MCOM 270	Data Analysis in Communication		3	S	
MCOM 331-331L or ADV 370	Video Production and Lab or Advertising Principles		3	F/S	
Minor/2 nd Major Course		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language.	p. 201	3		
Total Credit Hours			15		

Information subject to change. This is not a contract.

p. = Course Prerequisite
Semester: F = Fall, S = Spring, SU = Summer



Third Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 370 or MCOM 331-331L	Advertising Principles or Video Production and Lab		3	F/S	
MCOM 416 or ADV 476	Mass Media and Society or Global and Multicultural Advertising	MCOM 416: Fall; ADV 476: Spring	0-3	F/S	
Major Elective	Select an approved major elective: ADV 314, ADV 411-411L, ADV 472, ADV 489, MCOM 219, MCOM 339-339L, MCOM 359-359L, MKTG 370, PUBR 243		3		
Minor/2 nd Major Course		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
General Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes	3-6		
Total Credit Hours			15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 371-371L	Advertising Copy and Layout and Lab		3	F/S	
ADV 372-372L	Advertising Media Strategies and Lab	p. ADV 370	3	S	
Major Elective	Select an approved major elective: ADV 314, ADV 411-411L, ADV 472, ADV 489, MCOM 219, MCOM 339-339L, MCOM 359-359L, MKTG 370, PUBR 243		3		
Minor/2 nd Major Course		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
General Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes	3		
Total Credit Hours			15		

Summer

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 394 or MCOM 494	Internship		2-3		
Total Credit Hours			2-3		

Fourth Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 430	Media Law		3	F/S	
Major Elective	Select an approved major elective: ADV 314, ADV 411-411L, ADV 472, ADV 489, MCOM 219, MCOM 339-339L, MCOM 359-359L, MKTG 370, PUBR 243	ADV 472 or ADV 489 recommended	3		
Major Elective	Select an approved major elective: ADV 314, ADV 411-411L, ADV 472, ADV 489, MCOM 219, MCOM 339-339L, MCOM 359-359L, MKTG 370, PUBR 243	ADV 411-411L recommended	3		
Minor/2 nd Major Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
General Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
Total Credit Hours			15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 442-442L	Integrated Marketing Communication and Campaigns and Studio	Capstone	3	S	
ADV 476 or MCOM 416	Global and Multicultural Advertising or Mass Media and Society	ADV 476: Spring; MCOM 416: Fall	0-3	F/S	
Minor/2 nd Major Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
General Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	5-8		
Total Credit Hours			14		

Information subject to change. This is not a contract.

p. = Course Prerequisite
Semester: F = Fall, S = Spring, SU = Summer



Comments/Notes

Students from all academic majors can pursue graduation with Fishback Honors College distinction. View the [Honors program requirements](#).

As part of the College of Arts, Humanities and Social Sciences, students in this program must complete/earn:

- a minimum of 33 upper division credits (300-400 level courses)
- a capstone course in the major
- a designated diversity, equity, and inclusion course – AHSS 111 (or AIS 211 for teaching specialization students only)
- a minor, second major, or teaching specialization
- 6+ credits of Modern Foreign Language coursework, including completion of the 202-Level

As part of the Journalism and Mass Communication program, students must:

- Earn a minimum GPA of 2.50 and a minimum course grade of “C” or better in all major courses
- Take a minimum of 72 credit hours outside of the ADV, MCOM, and PUBR prefix