

## Communication - Advertising

### FIRST YEAR

Fall Semester Suggested Program	
<u>Courses</u>	<u>Hours</u>
ENGL 1303 - Freshman Composition I	3
MATH 1310 or MATH 1311	3
HIST 1376 or 1377 - The United States of 1877	3
COMM 1301 - Media and Society	3
CORE - Visual and Performing Arts (see Core Curriculum by category requirement)	3
<b>Total</b>	<b>15</b>
Spring Semester Suggested Program	
<u>Courses</u>	<u>Hours</u>
ENGL 1304 - Freshman Composition II	3
CORE - Social Behavioral Science (see Core Curriculum by category requirement)	3
HIST 1378 or 1379 The United States Since 1877	3
COMM 2300 - Research Methods	3
CORE - Humanities (see Core Curriculum by category requirement)	3
<b>Total</b>	<b>15</b>

### SECOND YEAR

Fall Semester Suggested Program	
<u>Courses</u>	<u>Hours</u>
POLS 1336 - US & Texas Constitution & Politics	3
COMM 1302 - Introduction to Comm Theory	3
Beginning Foreign Language I	3 - 5
Core - Natural Science (see Core Curriculum by category requirement)	3
Core - Math Reasoning (see Core Curriculum by category requirement)	3
<b>Total</b>	<b>15 - 17</b>

Spring Semester Suggested Program

<u>Courses</u>	<u>Hours</u>
POLS 1337- US Government: Congress, President	3
CLASS BLOCK	3
CLASS BLOCK	3
Beginning Foreign Language 2	3 - 5
Core -Natural Science (see Core Curriculum by category requirement)	3
<b>Total</b>	<b>15 - 17</b>

THIRD YEAR

Fall Semester Suggested Program

<u>Courses</u>	<u>Hours</u>
COMM 2310 - Writing for Print and Digital Media	3
COMM 4303 - Comm Law and Ethics	3
Intermediate Foreign Language 1	3 - 5
COMM 3360 - Principles of Advertising	3
Minor	3
<b>Total</b>	<b>15 - 17</b>

Spring Semester Suggested Program

<u>Courses</u>	<u>Hours</u>
COMM 3361 - Advertising Copywriting	3
COMM - Group 1 (see attached Advertising major sheet for options)**	3
Intermediate Foreign Language 2	3 - 5
Minor	3
Minor	3
<b>Total</b>	<b>15 - 17</b>

FOURTH YEAR

Fall Semester Suggested Program

<u>Courses</u>	<u>Hours</u>
COMM 4360 - Media Planning Placement	3
COMM - Group 1 (see attached Advertising major sheet for options)**	3
Minor	3
COMM - Group 2 (see attached Advertising major sheet for options)**	3
Elective (Random)*	3
<b>Total</b>	<b>15</b>
<b>Spring Semester Suggested Program</b>	
<u>Courses</u>	<u>Hours</u>
COMM 4361 or COMM 4363 or COMM 4366	3
COMM - Group 2 (see attached Advertising major sheet for options)**	3
Minor	3
Elective (Random)*	3
Elective (Random)*	3
<b>Total</b>	<b>15</b>

Note: Needed minimum of 120 hours (36 of which must be ADVC) & minimum of 2.00 GPA need for cumulative and communication major to earn degree.

\* Elective (Random) - ELEC are additional hours needed to meet degree requirements. ELEC may be from any department and may be used to satisfy additional hours for minor, second major, or second degree. Repeat/ Remedial courses cannot count towards total hours. No KIN courses other than those approved may apply. Maximum of 3 hours of one hour PEB; KIN physical activity allowed. See catalog for pre-reqs & limitations.

\*\* Review the list of approved COMM courses for specific concentrated area of the major. The list can be obtain online or in the Communication office. Approved COMM courses may vary according to catalog year.