

COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCES

Bachelor of Arts, Advertising

Four-Year Academic Map 2016-2017

YEAR 1	Semester 1 Fall			Semester 2 Spring			Total	
	COMM 1301	Media & Society	3	COMM2300	Comm. Research Methods	3		
	ENGL 1303	First Year Writing I	3	ENGL 1304	First Year Writing II	3		
	POLS 1336	US & TX Con. & Pol.	3	POLS 1337	US Govt: Congress, Pres...	3		
	CORE	Mathematics*	3	CORE	Core History*	3		
	CORE	Core History*	3	CORE	Creative Arts*	3		
	Semester Hours			15	Semester Hours			15

YEAR 2	Semester 1 Fall			Semester 2 Spring			Total	
	COMM 1302	Comm. Theory	3	COMM 2310	Writing for Print & Dig...	3		
	CORE	Math/Reasoning*	3	CORE	Soc./Behavioral Sciences*	3		
	CORE	Life/Phys. Sciences*	3	CORE	Life/Phys. Sciences*	3		
	CORE	Lang./Phil./Culture	3	CLASS	CLASS Block	3		
	Foreign Lang.	Elementary Lang. I	3-5	Foreign Lang.	Elementary Lang. II	3-5		
	Semester Hours			15-17	Semester Hours			15-17

YEAR 3	Semester 1 Fall			Semester 2 Spring			Total	
	COMM 3360	Prin. of Advertising	3	COMM 3361	Advertising Copywriting	3		
	COMM 4303	Comm. Law & Ethics	3	COMM 4360	Media Planning Placement	3		
	Major Elective	Group Elective Req.	3	CLASS	CLASS Block	3		
	CLASS	CLASS Block	3	Minor	Minor Requirement	3		
	Foreign Lang.	Intermediate Lang. I	3-5	Foreign Lang.	Intermediate Lang. II	3-5		
	Semester Hours			15-17	Semester Hours			15-17

YEAR 4	Semester 1 Fall			Semester 2 Spring			Total	
	COMM 4366	Advertising Acc...	3	Capstone	COMM 4361 OR 4363	3		
	Major Elective	Group Elective Req.	3	Minor	Minor Requirement	3		
	Major Elective	Group Elective Req.	3	Minor	Minor Requirement	3		
	Minor	Minor Requirement	3	Elective	Minor Req. or Gen Elective	3		
	Minor	Minor Requirement	3	Elective	Minor Req. or Gen Elective	3		
	Semester Hours			15	Semester Hours			15
							120-128	

Students should meet with their Academic Advisor to formulate their own plan

*State of Texas Core Curriculum