# Bachelor of Arts Degree

**Advertising**

Name: _______________________________  PS ID: ___________________________  Date: ____________

## Texas Core Curriculum

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td></td>
</tr>
<tr>
<td>ENGL 1303 Freshman Composition I</td>
<td>3 hrs</td>
</tr>
<tr>
<td>ENGL 1304 Freshman Composition II</td>
<td>3 hrs</td>
</tr>
<tr>
<td>Mathematics</td>
<td></td>
</tr>
<tr>
<td>MATH 1310 <strong>or</strong> 1311</td>
<td>3 hrs</td>
</tr>
<tr>
<td>American History</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 hrs</td>
</tr>
<tr>
<td>Government / Political Science</td>
<td></td>
</tr>
<tr>
<td>POLS 1336 US &amp; Texas Constitution &amp; Politics</td>
<td>3 hrs</td>
</tr>
<tr>
<td>POLS 1337 US Govt; Congress, President, Courts</td>
<td>3 hrs</td>
</tr>
<tr>
<td>Language, Philosophy &amp; Culture</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 hrs</td>
</tr>
<tr>
<td>Creative Arts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 hrs</td>
</tr>
<tr>
<td>Life &amp; Physical Sciences</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 hrs</td>
</tr>
<tr>
<td></td>
<td>3 hrs</td>
</tr>
<tr>
<td>Social &amp; Behavioral Sciences</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 hrs</td>
</tr>
<tr>
<td>Writing in the Discipline</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 hrs</td>
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</tbody>
</table>

## B.A. Foreign Language

6-16 hrs  

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3 hrs</td>
</tr>
</tbody>
</table>

6 hrs @ 2000 level or higher required

1000 level pre-requisite course(s) may be necessary

## CLASS Block Requirement

9 hrs from 3 different Depts within the **College of LASS**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3 hrs</td>
</tr>
</tbody>
</table>

## Advertising Major

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valenti School Requirements</td>
<td></td>
</tr>
<tr>
<td>COMM 1301 Media and Society</td>
<td>3 hrs</td>
</tr>
<tr>
<td>COMM 1302 Introduction to Comm Theory</td>
<td>3 hrs</td>
</tr>
<tr>
<td>COMM 2300 <strong>or</strong> MATH 2311 <strong>or</strong> PSYC 3301</td>
<td>3 hrs</td>
</tr>
<tr>
<td>COMM 4303 Comm Law and Ethics</td>
<td>3 hrs</td>
</tr>
<tr>
<td>Concentration Requirements</td>
<td></td>
</tr>
<tr>
<td>COMM 2310 Writing for Print and Digital Media</td>
<td>3 hrs</td>
</tr>
<tr>
<td>COMM 3360 Principles of Integrated Comm</td>
<td>3 hrs</td>
</tr>
<tr>
<td>COMM 3361 Advertising Copywriting</td>
<td>3 hrs</td>
</tr>
<tr>
<td>COMM 4360 Media Planning and Placement</td>
<td>3 hrs</td>
</tr>
<tr>
<td>COMM 4366 Advertising Account Planning</td>
<td>3 hrs</td>
</tr>
<tr>
<td>COMM 4361 <strong>or</strong> COMM 4363</td>
<td>3 hrs</td>
</tr>
<tr>
<td>Elective Requirements</td>
<td></td>
</tr>
<tr>
<td>COMM</td>
<td>3 hrs</td>
</tr>
<tr>
<td>COMM</td>
<td>3 hrs</td>
</tr>
<tr>
<td>COMM / MARK</td>
<td>3 hrs</td>
</tr>
</tbody>
</table>

## Minor (or double major / dual degree)

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3 hrs</td>
</tr>
</tbody>
</table>

15-21 hrs  

Confirm coursework below with Minor Advisor

## Additional Degree Requirements

### GPA

Minimum **2.00** GPA required in overall, major, and minor areas

### Advanced Level - Overall

Minimum **36** advanced level hours must be completed (3000-4000 level)

<table>
<thead>
<tr>
<th>Hours needed after <strong><strong>20</strong></strong> enrollment completed</th>
</tr>
</thead>
</table>

### UH Final Residency

Final **30** credit hours toward degree must be taken at UH only; enrollment at satellite campuses (Sugar Land, Northwest, Cinco Ranch) and learning abroad through UH Main Campus program, is considered to be within UH residency

### LL Transfer Credit Limit

Maximum of **66** lower level transfer credit hours can be used (1000-2000 level)

### Total Degree Hours

Minimum **120** credit hours must be completed to earn a single degree
Choose courses by **Component Area**

**Texas Core Curriculum**

Choose courses by Component Area

- **B.A. Foreign Language**

Choose Language from departments marked with ★ in the list below:

- C- grade or higher to take next language course
- No interruptions of 12+ months between classes
- University Testing Services (UTS) offers placement exams
- (713) 743-5444 | 204 Student Services Center

**CLASS Block Requirement**

Choose from **College of LASS** Departments:

- **(AAS)** African American Studies
- **(AMER)** American Culture
- **(ANTH)** Anthropology
- **(ARAB)** Arabic ★
- **(ART)** Art
- **(ARTH)** Art History
- **(ASLI)** American Sign Language ★
- **(CHNS)** Chinese ★
- **(CLAS)** Classical Studies
- **(COMD)** Comm Science & Disorders
- **(DAN)** Dance
- **(ECON)** Economics
- **(ENGL)** English
- **(FREN)** French ★
- **(GEOG)** Geography
- **(GERM)** German ★
- **(GREEK)** Greek ★
- **(HIND)** Hindi ★
- **(HIST)** History
- **(HON)** Honors
- **(ILAS)** Interdisciplinary Studies
- **(ITAL)** Italian ★
- **(IPNS)** Japanese ★
- **(KIN)** Kinesiology
- **(LAST)** Latin American Studies
- **(LATN)** Latin ★
- **(MAS)** Mexican American Studies
- **(MUSA)** Music
- **(MUSI)** Music
- **(MURED)** Music, MUSA, & MUSI
- **(NUTR)** Nutrition
- **(PHIL)** Philosophy
- **(POLI)** Political Science
- **(PSYC)** Psychology
- **(RELS)** Religious Studies
- **(RUSS)** Russian ★
- **(SOCI)** Sociology
- **(SPAN)** Spanish ★
- **(THEA)** Theater
- **(TURK)** Turkish ★
- **(VIET)** Vietnamese ★
- **(WCL)** World Culture & Literature
- **(WGSS)** Women's, Gender, and Sexuality Studies

**Advertising Major**

Choose 9 hours (three courses) from options below

- **COMM 1332**
- **COMM 2320**
- **COMM 3311**
- **COMM 3323**
- **COMM 3326**
- **COMM 3327**
- **COMM 3332**
- **COMM 3339**
- **COMM 3353**
- **COMM 3356**
- **COMM 3358**
- **COMM 3362**
- **COMM 3363**
- **COMM 3368**
- **COMM 3374**
- **COMM 4331**
- **COMM 4353**
- **COMM 4363**
- **COMM 4365**
- **COMM 4368**
- **COMM 4369**
- **COMM 4392**
- **COMM 4397**
- **COMM 4398**
- **MARK 3336**

**120-Hour Count**

- LL TR hrs (posted / expected / accepted)
- Subtract to meet limit of 66 LL TR hrs
- Subtract repeated credits
- Core (Pending ____ hrs TC petitions)
- Foreign Language (Pending placement results)
- CLASS Block
- Major (Pending ____ hrs TC petitions)
- Minor (Pending program declared)
- GENR ELEC
- Anything across campus as long as:
  1) No remedial-level
  2) No repeated courses
  3) Must meet pre-reqs
  4) Must meet course restrictions
- GENR ADVC
- 1-4 & 5) Must be 3000-4000 level

**Minor**

- Search list of programs offered
- Get contact info for all Undergraduate Advisors

- Second program is required & must be outside Valenti School of Communication
- Declare by General Petition Form with the Advisor for program chosen