

COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCES

Bachelor of Arts, Advertising

Four-Year Academic Map 2017-2018

YEAR 1	Semester 1 Fall			Semester 2 Spring			Total	
	COMM 1301	Media & Society	3	COMM 2310	Writing for Print & Dig	3		
	ENGL 1303	First Year Writing I	3	ENGL 1304	First Year Writing II*	3		
	POLS 1336	U.S. and Texas Constitution*	3	POLS 1337	U.S. Government*	3		
	CORE	Mathematics*	3	HIST 1378/79	The U.S since 1877*	3		
	HIST 1376/77	The United States to 1877*	3	CORE	Creative Arts*	3		
	Semester Hours			15	Semester Hours			15

YEAR 2	Semester 1 Fall			Semester 2 Spring			Total	
	Major Elective	Group Elective Req.	3	Major Elective	Group Elect Req.	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	CORE	Writing in the Disciplines*	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	CLASS	CLASS Block	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, 4363 or Elec	3		
	Major Elective	Group Elec/Capstone	3	Minor	Minor Requirement	3		
	Major Elective	Group Elective Req.	3	Minor	Minor Requirement	3		
	Minor	Minor Requirement	3	Minor	Minor Requirement	3		
	Minor	Minor Requirement	3	Elective	Minor Req. or Gen Elective	3		
	Semester Hours			15	Semester Hours			15
							120-128	

*State of Texas Core Curriculum

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

*COMM 4361 is only offered in the Spring Semester. Application is required for course.