



College of Liberal Arts and Social Science

Bachelor of Art – COMM, Advertising

Four-Year Academic Map 2014-2015

Year 1	Semester 1			Semester 2			Total
	ENGL 1303	First Year Writing I	3	ENGL 1304	First Year Writing II	3	
	MATH 1310	College Algebra	3	COMM 2300	Communication Research Methods	3	
	HIST 1376/77	The United States to 1877	3	HIST 1378/79	US Since 1877	3	
	POLS 1336	US & Texas Constitutions & Politics	3	POLS 1337	US Government	3	
	COMM 1301	Media and Society	3	CORE	Creative Arts	3	
	Semester Hours		15	Semester Hours		15	30

Year 2	Semester 1			Semester 2			
	COMM 1302	Communication Theory	3	COMM 2310	Writing for Print & Digital Media	3	
	CORE	Math Reasoning	3	CORE	Life & Physical Sciences	3	
	CORE	Life & Physical Sciences	3	CORE	Social & Behavioral Sciences	3	
	CORE	Language, Philosophy & Culture	3	CLASS	CLASS Block	3	
	Foreign Lang.	Elementary Foreign Language I	3-5	Foreign Lang.	Elementary Foreign Language II	3-5	
	Semester Hours		15-17	Semester Hours		15-17	

Year 3	Semester 1			Semester 2			
	COMM 3360	Principles of Advertising	3	COMM ELEC	Major Requirement Elective	3	
	COMM 3361	Advertising Copywriting	3	COMM ELEC	Major Requirement Elective	3	
	COMM 4303	Communication Law & Ethics	3	Minor	Minor Requirement	3	
	CLASS	CLASS Block	3	Minor	Minor Requirement	3	
	Foreign Lang.	Inter. Foreign Language I	3-5	Foreign Lang.	Inter. Foreign Language II	3-5	
	Semester Hours		15-17	Semester Hours		15-17	

Year 4	Semester 1			Semester 2			
	COMM 4360	Media Planning Placement	3	COMM ELEC	Major Requirement Elective	3	
	COMM ELEC	Major Requirement Elective	3	Minor	Minor Requirement	3	
	Campaigns	Major Campaign: 4361, 4363, 4366	3	Elective	Minor Requirement or Genr. Elective	3	
	Minor	Minor Requirement	3	Elective	Minor Requirement or Genr. Elective	3	
	Minor	Minor Requirement	3	Elective	Approved General Elective	3	
	Semester Hours		15	Semester Hours		15	
						120-124	

Students should meet with their academic advisor to formulate their own plan.

