

STOP! USE THIS FORM ONLY IF DEGREE PLAN HAS BEEN FILED & JOUR 2310 IS COMPLETED OR IN PROGRESS!



TEXAS TECH UNIVERSITY
College of Mass Communications

**ADVERTISING (ADV)
Effective Fall 2008**

Name _____ SS# _____

JOUR 2310 _____ Grade _____ Filed Degree Plan _____ Date _____ Catalog _____ Begin Date _____

~You must earn a grade of "C" or higher in all major, minor, and adjunct courses in order to progress in the major~*

GENERAL REQUIREMENTS for Bachelor of Arts

ENGLISH (12 hours) 1301* _____, 1302* _____, 23 _____, and 23 _____

ORAL COMMUNICATION (3 hours) _____

FOREIGN LANGUAGE (6-16 hours) _____, _____, _____, _____

MATH (6 hours) MATH 1300, or 1320, or 1330 or see catalog for additional options _____; *and* MATH 2300* _____

NATURAL SCIENCE (8 hours) _____ (4), _____ (4)

TECHNOLOGY (3 hours) _____

INDIVIDUAL OR GROUP BEHAVIOR (6 hours) ECO 2305* _____ and _____

HISTORY (6 hours) HIST 2300 _____, HIST 2301 _____, or other US History (see catalog for options)

POLITICAL SCIENCE (6 hours) POLS 1301 _____, POLS 2302 _____

HUMANITIES (3 hours) Fulfilled by English literature requirement

VISUAL & PERFORMING ARTS (3 hours) _____

PERSONAL FITNESS & WELLNESS (1 hour) _____

MULTICULTURAL REQUIREMENT (0-3 hours) _____

ADVERTISING MAJOR REQUIREMENTS (Prerequisites are listed in parenthesis.)

ADV 3310 _____	Principles (sophomore standing)	ADV 3312 _____	ADV Writing (ADV 3310, JOUR 2310, & 2.75 GPA)
MCOM 1300 _____	Intro Mass Communications	ADV 3351 _____	Media (ADV 3310; MATH 2300 or 1330 & 1331 or MATH 2345; BA 3301; w/or after JOUR 2310)
MCOM 3300 _____	MCOM Theories & Society (sophomore standing)	ADV 3361 _____	Creative (ADV 3310; ADV 3312; proficiency w/Adobe Creative Suite 2: Illustrator, InDesign, & Photoshop; w/or after ADV 3351 IF ADV 3312 is complete)
MCOM 3320 _____	MCOM Law (sophomore standing)	ADV 4308 _____	Advertising Management & Account Planning (ADV 3312; MCOM 3380; BA 3301; w/or after ADV 3361 IF ADV 3351 is complete)
JOUR 2310 _____	Newswriting (sophomore standing, ENGL 1301, 1302, GSP, 2.75 GPA)	ADV 4312 _____	Campaigns (ADV 3310, 3312, 3351, 3361; JOUR 2310; MCOM 3380; BA 3301; ADV 4308 may be concurrent)
MCOM 3380 _____	Research Methods (sophomore standing, MATH 2300, or 2345, or 1330 and 1331)	MCOM Elective _____	
		MCOM Elective _____	

ADJUNCT REQUIREMENTS

BA 3301* _____ Marketing Concepts & Strategy (ECO 2305 or 2302; 2.75 GPA)

BA 3302* _____ Financial & Managerial Accounting (2.75 GPA) or PFP 3301* _____ *if non-BA minor selected*

Minor (_____) _____, _____

Currently enrolled courses

Expected Grade

Currently enrolled courses

Expected Grade

Advertising

5th Semester	6th Semester	7 th Semester	8 th Semester
ADV 3312 MCOM 3380 For. Language BA 3301* Minor <i>Attend MCOM Career Fair</i>	ADV 3351 <i>ADV elective (internship)</i> For. Language BA 3302* Minor	ADV 3361 ADV 4308 Minor Minor <i>Attend MCOM Career Fair</i>	ADV 4312 <i>ADV elective</i> Minor Minor

*Internship highly recommended for Advertising, Electronic Media & Communications, Public Relations majors
MCOM Career Fair information available in MCOM Career Center, mcom 110*

KEY:

Bold = required in sequential order to insure timely graduation

Italics = required major courses combined with bold courses to complete minimum 39 hour major

SUMMER SESSION

I understand that I can transfer only 66 hours from a junior/community college toward my degree at TTU. It is my responsibility to verify transfer equivalent courses. Equivalencies can be found at the TTU Registrar's website. I will need to ask permission from the Director of Advising (1) to transfer courses that would transfer as a major, minor, or adjunct course (I must earn a C or higher.); (2) to transfer any course(s) during my final 30 hours; or (3) to take course(s) concurrently at TTU and another school.

_____ I will attend TTU

_____ I will attend _____
jr. college/com. college/university

Summer I

Summer II

FALL

Primary Schedule

Alternate course

I understand the prerequisite requirements on the front of this sheet. I also understand that if I have not completed the prerequisites for the course(s) in which I enroll before the beginning of the semester, I **will drop** the course(s).

Student Signature

Date

Email

Catalog Year _____

Expected Graduate Date _____

Filed Major/Minor? **Y** **N**

Filed Intention to Graduate? **Y** **N**

Advisor's Initials/Date _____

