GENERAL REQUIREMENTS for Bachelor of Arts

ENGLISH (12 hours) 1301*, 1302* 1323 or 1324, 2313, 2314, 2315, 2316

HUMANITIES: Fulfilled by English literature requirement

ORAL COMMUNICATION (3 hours)

FOREIGN LANGUAGE (6-16 hours)

MATH (6 hours) MATH 1300, 1320, 1330, or MATH 2300*

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

TECHNOLOGY (3 hours) (may be fulfilled by either EMC 3300 or EMC 3310)

INDIVIDUAL OR GROUP BEHAVIOR (6 hours) (may be fulfilled by MCOM 1300)

HISTORY (6 hours) 2300, 2301, or other US History

POLITICAL SCIENCE (6 hours)

VISUAL & PERFORMING ARTS (3 hours) (may be fulfilled by EMC 3308)

MULTICULTURAL REQUIREMENT (0-3 hours)

ADVERTISING MAJOR REQUIREMENTS (57 hours total)

ADV 3310 Principles (sophomore standing) ADV 3320 Advertising & Society (sophomore standing)

MCOM 1300 Intro Mass Communications ADV 3312 ADV Writing (ADV 3310 or PR 3310 with a grade of C or higher; GSP 70; GPA 2.75)

MCOM 3320 MCOM Law (sophomore standing) ADV 3312 ADV Writing (ADV 3310 or PR 3310 with a grade of C or higher; GSP 70; GPA 2.75)

MCOM 3380 Research Methods (sophomore standing, MATH 2300, or 2345) ADV 3361 Design & Layout (ADV 3312; proficiency w/Adobe Creative Suite 2: Illustrator, InDesign, & Photoshop; w/after ADV 3351 if ADV 3312 is complete)

ADV 3312 ADV Writing (ADV 3310 or PR 3310 with a grade of C or higher; GSP 70; GPA 2.75) ADV 4308 Advertising Management & Account Planning (ADV 3312, 3351; w/after MCOM 3380)

ADV 3312 ADV Writing (ADV 3310 or PR 3310 with a grade of C or higher; GSP 70; GPA 2.75) ADV 4312 Campaigns (ADV 3351, 3361; MCOM 3380)

Group A (12 hours) See current online TTU catalog for prerequisites

ADV 3310, ADV 3340, ADV 3390, ADV 4000, ADV 4300, ADV 4301, ADV 4304, ADV 4313

Group B (9 hours) See current online TTU catalog for prerequisites

MCOM 3300, PHOT 3330, JOUR 3317, JOUR 4301, PR 3312, PR 3341, PR 4301, EMC 3308, EMC 3315, EMC 3333, EMC 3335, EMC 3380, EMC 4301, EMC 4315, EMC 4325

Group C (6 hours) See current online TTU catalog for prerequisites

BA 3301, BA 3305, PFP 3301, PSY 3304, ENGL 2311, ENGL 2351, ENGL 3365

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
<th>Fourth Year</th>
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<tbody>
<tr>
<td>MCOM 1300</td>
<td>ADV 3310</td>
<td>ADV 3312</td>
<td>ADV 4308</td>
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<tr>
<td>ECO 2305 or</td>
<td>MCOM 3320</td>
<td>ADV 3320</td>
<td>ADV 4312</td>
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<td>2301 and 2302</td>
<td>MCOM 3380</td>
<td>ADV 3351</td>
<td>6 hrs. Group A</td>
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<td>MATH 2300 or 2345</td>
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<td>ADV 3361</td>
<td>3 hrs. Group B</td>
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5/17/2011 mcac
### CURRENT SEMESTER

<table>
<thead>
<tr>
<th>Courses currently enrolled</th>
<th>Expected Grade</th>
<th>Courses currently enrolled</th>
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### INTER-SESSION OR SUMMER

I understand that I can transfer only 60 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 Web site. 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 [inter-session/Summer I](#)
- [ ] I will attend [Summer II](#)

### FALL OR SPRING SCHEDULE

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<tr>
<th>Alternate courses:</th>
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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 or be dropped** from the course(s) before classes begin.

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**Student Signature**

**Date**

**Catalog Year**

**Filed Degree Plan**

**Expected Graduation**

**Filed Intent to Graduate**

**Semester/Year**

**Advisor notes:**

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**Advisor’s Initials/Date**

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Revised 5.19.10/KI