Bachelor of Arts Degree Plan

I. Core Curriculum & Graduation Requirements

Name: ____________________  R#: ____________________
Email: ____________________  Graduation: ____________________

II. English - ENGL 1301, 1302 (6 hrs.)
   American History (6 hrs.) - Choose from HIST 2300, 2301 OR 2310
   US & Texas Government (6 hrs.) - POLS 1301, 2306
   Creative Arts (3 hrs.)
   Oral Communication (3 hrs.)
   Multicultural (3 hrs.)
   *Fulfilled with MCOM 2301 or other approved course

III. Advertising Major (36 hrs.) *Grade C required for all courses listed below

   MATH 2300 - Statistical Methods OR MATH 2345 - Intro. To Statistics with Application to Business
   MCOM 1300 - Foundations of Media and Communication
   MCOM 1301 - Introduction to Digital and Social Media
   MCOM 2320 - Writing for Media and Communication
   MCOM 2350 - Communicating in a Global Society
   ADV 3310 - Principles of Advertising
   ADV 3312^ - Advertising Writing
   ADV 3318^ - Advertising Research and Consumer Insights
   ADV 3320 - Advertising and Society
   ADV 3351^ - Advertising Media Planning
   ADV 3361^ - Advertising Design and Layout
   ADV 4312^ - Advertising Campaigns
   ADV 4315^ - Introduction to Web Design
   JOUR 4301 - Special Topics in Journalism
   PR 3312^ - Public Relations Writing
   PR 3341^ - Public Relations Graphics and Production
   PR 4301 - Special Topics in Public Relations
   PHOT 3330 - Digital Photography I
   PR 2310 - Principles of Public Relations
   PR 3312^ - Public Relations Writing
   PR 3341^ - Public Relations Graphics and Production
   PR 4301 - Special Topics in Public Relations

IV. Group A Electives (9 hrs.) *Grade C required for all courses listed below

   ADV 3330^ - Advertising Theory
   ADV 3340^ - Internet and New Media Advertising (3 hrs.)
   ADV 3390^ - Internship in Advertising (3 hrs.)
   ADV 4000 - Special Projects in Integrated Communications in Advertising
   ADV 4300^* - Individual Study in Advertising
   ADV 4301 - Special Topics in Advertising
   ADV 4304^* - Advanced Creative Strategy
   ADV 4313^* - International Advertising
   *Also fulfilled with Global Communication

V. Group B Electives (12 hrs.) *Grade C required for all courses listed below

   CMI 3308 - Visual Communication
   CMI 3315^ - Introduction to Web Design
   CMI 3333^ - Multimedia Development
   CMI 3335^ - Video Production and Editing
   CMI 4031 - Special Topics in Creative Media Industries
   CMI 4350 - Special Topics in Creative Media Industries
   CMI 4355 - Special Topics in Creative Media Industries
   JOUR 4301 - Special Topics in Journalism
   MCOM 3300 - Theories of Media and Communication
   MCOM 4301 - Special Topics in Media and Communication
   MCOM 4301 - Special Topics in Media and Communication
   PFP 3301 - Introduction to Personal Finance
   PSY 3304 - Introduction to Social Psychology or other approved course

VI. Group C Electives (10 hrs.) OR Minor (18 to 21 hrs.) *Grade C required for all courses listed below

   BA 3301^* - Fundamentals of Marketing
   BA 3305^* - Organization Management
   ENGL 2311^ - Introduction to Technical Writing
   ENGL 2335^ - Introduction to Creative Writing
   ENGL 3365^ - Professional Report Writing
   PFP 3301 - Introduction to Personal Finance
   PSY 3304 - Introduction to Social Psychology or other approved course

*Minimum 120 hours required for degree.
^ Indicates course in which a prerequisite is required to enroll.
*Minimum 40 Jr/Sr level hours required for degree.
*Communication Literacy (CL) graduation requirement is satisfied within major.

I understand and accept the requirements of the degree above and the prerequisites listed in the current catalog.

Student’s Signature: ____________________  Date: ____________________

Updated 10/15/2018 JHW