Jour 2310 must be completed/in the process of completion & Degree Plan filed to use this form

TEXAS TECH UNIVERSITY
College *of* Mass Communications™

ADVERTISING (*ADV*)
Effective Fall 2009

Name _____ R# _____ ☐ GSP _____

Email _____ Expected Graduation _____

~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 MATH 1320 _____ or MATH 1330 _____ and MATH 2300* _____

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

TECHNOLOGY (3 hours) _____

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

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

POLITICAL SCIENCE (6 hours) 1301 _____, 2302 _____

HUMANITIES (3 hours) Fulfilled by English literature requirement

VISUAL & PERFORMING ARTS (3 hours) _____

MULTICULTURAL REQUIREMENT (0-3 hours) _____

ADVERTISING MAJOR REQUIREMENTS

ADV 3310	_____	Principles (sophomore standing)	ADV 3320 _____	Advertising & Society (sophomore standing)
MCOM 1300	_____	Intro Mass Communications	ADV 3351 _____	Media (ADV 3310; MATH 2300 or(MATH 1330 & 1331 or MATH 2345; w/or after JOUR 2310)
MCOM 3320	_____	MCOM Law (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)
JOUR 2310	_____	News writing (sophomore standing, ENGL 1301, 1302, GSP, 2.75 GPA)	ADV 4308 _____	Advertising Management & Account Planning (ADV 3312; MCOM 3380; w/or after ADV 3361 IF ADV 3351 is complete)
MCOM 3380	_____	Research Methods (sophomore standing, MATH 2300, or 2345, or 1330 and 1331)	ADV 4312 _____	Campaigns (ADV 3310, 3312, 3351, 3361; JOUR 2310; MCOM 3380)
ADV 3312	_____	ADV Writing (ADV 3310, JOUR 2310)		

Group A (9 hours) *See current online TTU catalog for prerequisites* _____, _____, _____

ADV 3330, 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, PR3341, PR 4301, EMC 3308, EMC 3315, EMC 3333, EMC 3334, EMC 3380, EMC 4301, EMC 4315

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

BA 3301, BA 3302, PFP 3301, PSY 3304, ENGL 2311, ENGL 2351, ENGL 3365

Courses currently enrolled	Expected Grade	Courses currently enrolled	Expected Grade

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 _____
                                                          jr. college/com. college/university

Inter-session/Summer I   Summer II

_____   _____

FALL *OR* SPRING SCHEDULE

Alternate courses:

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.**

_____   _____
Student Signature   Date

Catalog Year _____   Filed Degree Plan   Y   N

Expected Graduation _____   Filed Intent to Graduate   Y   N
                            Semester/Year

Advisor notes: _____

_____

_____   Advisor's Initials/Date_____