



Bachelor of Arts Degree Plan

I. Student Information

Name: _____ R# _____
 Email: _____ Graduation: _____

II. Core Curriculum & Graduation Requirements

- | | |
|--|--|
| <input type="checkbox"/> English - ENGL 1301, 1302 (6 hrs.) | <input type="checkbox"/> Life and Physical Sciences (8 hrs.) |
| <input type="checkbox"/> American History (6 hrs.) - Choose from HIST 2300, 2301 OR 2310 | <input type="checkbox"/> Language, Philosophy, & Culture (3 hrs.)
*Fulfilled with MCOM 2330 or other approved course |
| <input type="checkbox"/> US & Texas Government (6 hrs.) - POLS 1301, 2306 | <input type="checkbox"/> Social and Behavioral Sciences (3 hrs.)
*Fulfilled with MCOM 1300 |
| <input type="checkbox"/> Creative Arts (3 hrs.)
*Fulfilled with MCOM 2301 or other approved course | <input type="checkbox"/> Foreign Language/Global Communication (9 hrs.)
*Partially fulfilled with MCOM 2350 |
| <input type="checkbox"/> Oral Communication (3 hrs.)
*Fulfilled with MCOM 2310 or other approved course | <input type="checkbox"/> Mathematics and Logical Reasoning (6 hrs.)
*Partially fulfilled with MATH 2300 OR MATH 2345 |
| <input type="checkbox"/> Multicultural (3 hrs.)
*Fulfilled with MCOM 2350 | |

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

- | | |
|---|---|
| <input type="checkbox"/> MATH 2300 - Statistical Methods OR
MATH 2345 - Intro. To Statistics with Application to Business | <input type="checkbox"/> ADV 3310 - Principles of Advertising |
| <input type="checkbox"/> MCOM 1300 - Foundations of Media and Communication | <input type="checkbox"/> ADV 3312^ - Advertising Writing |
| <input type="checkbox"/> MCOM 1301 - Introduction to Digital and Social Media | <input type="checkbox"/> ADV 3318^ - Advertising Research and Consumer Insights |
| <input type="checkbox"/> MCOM 2320 - Writing for Media and Communication | <input type="checkbox"/> ADV 3320 - Advertising and Society |
| <input type="checkbox"/> MCOM 2350 - Communicating in a Global Society | <input type="checkbox"/> ADV 3351^ - Advertising Media Planning |
| | <input type="checkbox"/> ADV 3361^ - Advertising Design and Layout |
| | <input type="checkbox"/> ADV 4312^ - Advertising Campaigns |

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

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

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

- | | | |
|---|--|--|
| <input type="checkbox"/> CMI 3308 - Visual Communication | <input type="checkbox"/> CMI 4315^ - Advanced Web Production | <input type="checkbox"/> PHOT 3330 - Digital Photography I |
| <input type="checkbox"/> CMI 3315^ - Introduction to Web Design | <input type="checkbox"/> JOUR 4301 - Special Topics in Journalism | <input type="checkbox"/> PR 2310 - Principles of Public Relations |
| <input type="checkbox"/> CMI 3333^ - Multimedia Development | <input type="checkbox"/> MCOM 3300 - Theories of Media and Communication | <input type="checkbox"/> PR 3312^ - Public Relations Writing |
| <input type="checkbox"/> CMI 3335^ - Video Production and Editing | <input type="checkbox"/> MCOM 4301 - Special Topics in Media and Communication | <input type="checkbox"/> PR 3341^ - Public Relations Graphics and Production |
| <input type="checkbox"/> CMI 4301 - Special Topics in Creative Media Industries | | <input type="checkbox"/> PR 4301 - Special Topics in Public Relations |

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

- | | | |
|---|---|--|
| <input type="checkbox"/> BA 3301^ - Fundamentals of Marketing | <input type="checkbox"/> ENGL 2311^ - Introduction to Technical Writing | <input type="checkbox"/> PFP 3301 - Introduction to Personal Finance |
| <input type="checkbox"/> BA 3305^ - Organization Management | <input type="checkbox"/> ENGL 2351^ - Introduction to Creative Writing | <input type="checkbox"/> PSY 3304 - Introduction to Social Psychology or other approved course |
| | <input type="checkbox"/> ENGL 3365^ - Professional Report Writing | |

*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.

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

Student's Signature: _____ Date: _____