

Effective for student entering  
Sept 1, 2014

Student: \_\_\_\_\_

ID No. \_\_\_\_\_

Date of Entry: \_\_\_\_\_

## Advertising Major

Housed in the Department of Public Relations and Advertising

*(T = Course used in transfer. ONLY TWO COURSES MAY TRANSFER IN THE MAJOR.)*

*Note: Prerequisites are in parentheses ( ).*

### MAJOR REQUIREMENTS (33 s.h.)

ADV04330	Intro to Advertising (major status)	Semester Taken _____	Grade _____
PR06350	Intro to PR (major status)	Semester Taken _____	Grade _____
ADV04375	Ad Copywriting (Intro to Ad)	Semester Taken _____	Grade _____
ADV04421	Account Planning (Ad Copywriting)		
<b>OR</b>			
ADV04420	Portfolio Preparation (Permission of Instructor)	Semester Taken _____	Grade _____
ADV04360	Integrated Marketing Communication (Intro PR, Intro Ad)		
<b>OR</b>			
MKT09200	Principles of Marketing	Semester Taken _____	Grade _____
JRN02317	Publication Layout and Design (45 hours)	Semester Taken _____	Grade _____
PR06310	Intro to PR and Advertising Research (60 hours)	Semester Taken _____	Grade _____
PR06355	PR and Adv Law and Ethics (Intro Ad, Ad Copywriting)	Semester Taken _____	Grade _____
ADV04332	Media Planning (Intro to Ad, Account Planning)	Semester Taken _____	Grade _____
ADV04352	Advertising Strategies (Fall only, Ad Copy, Intro PR/Ad Res)	Semester Taken _____	Grade _____
ADV04434	Adv Campaigns (Spring only, Ad Strategies) (WI)	Semester Taken _____	Grade _____

### RELATED ELECTIVES BANK (6 s.h.)

(Select 6 s.h. or two courses from the following offerings.)

CMS04250	Communication Theory (CCII)	Semester Taken _____	Grade _____
JRN02335	Media Law (60 hours)	Semester Taken _____	Grade _____
JRN02319	Media Ethics (Journalism Principles and Practices)	Semester Taken _____	Grade _____
CMS04210	Mass Media (CCII)	Semester Taken _____	Grade _____
PR06354	Impact of PR on the News (Basic PR Writ or News Rep I)	Semester Taken _____	Grade _____
ADV04355	Advertising Practicum (75 hours)	Semester Taken _____	Grade _____
PR06360	PR/Ad Internship I or II (Ad Copywriting, 2.5 GPA)	Semester Taken _____	Grade _____

PR06364	PR/Ad Internship III (Ad Copywriting, 2.5 GPA)	Semester Taken _____	Grade _____
CMS04380	Health Communication (CCII)	Semester Taken _____	Grade _____
CMS04370	Political Communication (CCII, Intro Gvmt/Politics)	Semester Taken _____	Grade _____
MGT06300	Organizational Behavior	Semester Taken _____	Grade _____
CMS04241	Small Group Communication WI	Semester Taken _____	Grade _____
JRN02310	News Reporting I (Journalism Principles and Practices)	Semester Taken _____	Grade _____
JRN02313	Mag. Article Writ. (News Rep I or Jrn Writ or Basic PR)	Semester Taken _____	Grade _____
JRN02312	Feature Writing (News Reporting II)	Semester Taken _____	Grade _____
CMS04270	Persuasion and Social Influence	Semester Taken _____	Grade _____
RTF03220	Television Industry (CCI and CCII)	Semester Taken _____	Grade _____

**FREE ELECTIVES (39 s.h.)**

(Try to use at least 12 s.h. to build an area of expertise relevant to your program.)

1 Choice _____	Semester Taken _____	Grade _____
2 Choice _____	Semester Taken _____	Grade _____
3 Choice _____	Semester Taken _____	Grade _____
4 Choice _____	Semester Taken _____	Grade _____
5 Choice _____	Semester Taken _____	Grade _____
6 Choice _____	Semester Taken _____	Grade _____
7 Choice _____	Semester Taken _____	Grade _____
8 Choice _____	Semester Taken _____	Grade _____
9 Choice _____	Semester Taken _____	Grade _____
10 Choice _____	Semester Taken _____	Grade _____
11 Choice _____	Semester Taken _____	Grade _____
12 Choice _____	Semester Taken _____	Grade _____
13 Choice _____	Semester Taken _____	Grade _____

**GPA in major and overall GPA must be 2.0 in order to graduate**

**C- or above required in major courses to count toward program requirements**

**Total Hours Required for Graduation (with Gen Ed) = 120 s.h.**