

College of Social and Behavioral Sciences
 Strategic Communication Bachelor of Science
 Advertising - Emphasis
 2016-2017 Undergraduate Catalog
 Progression Plan-Classic

Sample Progression Plans are for planning purposes
 only; see the catalog for official details.

| Year 1 - Fall | |
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| COM 101 Communication Analysis | 3 |
| COM 131 Writing For Communication Channels | 3 |
| Foundation English | 4 |
| Liberal Studies and/or Diversity | 3 |
| General Elective Course | 2 |

| Year 1 - Spring | |
|---|---|
| ADV 207 Introduction To Advertising | 3 |
| CST 111 Fundamentals Of Public Speaking | 3 |
| Foundation Math | 3 |
| Liberal Studies and/or Diversity | 3 |
| General Elective Course | 3 |

| Year 2 - Fall | |
|---|---|
| PR 272 Introduction To Public Relations | 3 |
| COM 200 Basic Communication Theory | 3 |
| Major Elective | 3 |
| Liberal Studies (SAS) Course | 3 |
| General Elective Course | 3 |

| Year 2 - Spring | |
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| ADV 307 Advertising Copy And Layout | 3 |
| Liberal Studies and/or Diversity | 3 |
| Liberal Studies and/or Diversity | 3 |
| General Elective Course | 3 |
| General Elective Course | 3 |

| Year 3 - Fall | |
|---|---|
| ADV 310 Advertising Media Selection | 3 |
| PR 373 New Media Engagement | 3 |
| Liberal Studies and/or Diversity | 3 |
| Liberal Studies Science Lecture | 3 |
| Liberal Studies Science Lab | 1 |
| General Elective Course | 2 |
| Speak to an Academic Advisor or Faculty Mentor regarding graduate school or career planning. | |

| Year 3 - Spring | |
|--|---|
| ADV 311W Creative Advrtisng Strategies | 3 |
| Liberal Studies and/or Diversity | 3 |
| General Elective Course | 3 |
| General Elective Course | 3 |
| General Elective Course | 3 |

| Year 4 - Fall | |
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| COM 400 Mass Communication Regulation and Responsibility | 3 |
| Major Elective | 3 |
| General Elective Course | 3 |
| General Elective Course | 3 |
| General Elective Course | 3 |

| Year 4 - Spring | |
|--------------------------------|---|
| ADV 411C Advertising Campaigns | 3 |
| General Elective Course | 3 |
| General Elective Course | 3 |
| General Elective Course | 3 |
| General Elective Course | 3 |