College of Social and Behavioral Sciences

Strategic Communication Bachelor of Science

Advertising - Emphasis

2019-2020 Undergraduate Catalog

Progression Plan-Classic

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

Year 1 - Fall	
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
Advertising Elective	3
Liberal Studies Science and Applied Science	3
General Elective Course	3

Year 2 - Spring	
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 Lab Science Lecture	3
Liberal Studies Lab Science Lab	1
General Elective Course	2

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

Year 4 - Fall	
COM 400 Mass Communication Regulation And Responsibility	3
Advertising 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