

College of Social and Behavioral Sciences  
 Strategic Communication Bachelor of Science  
 Advertising - Emphasis  
 2023-2024 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
Foundation English	4
Liberal Studies and/or Diversity	3
Liberal Studies and/or Diversity	3
General Elective Course	3

Year 1 - Spring	
COM 200 Basic Communication Theory	3
CST 111 Fundamentals Of Public Speaking	3
Foundation Math	3
Liberal Studies and/or Diversity	3
General Elective Course	3

Year 2 - Fall	
STR 272 Introduction To Public Relations	3
Liberal Studies and/or Diversity	3
General Elective Course	3
General Elective Course	3
General Elective Course	3

Year 2 - Spring	
STR 207 Introduction To Advertising	3
Liberal Studies and/or Diversity	3
Liberal Studies Science and Applied Science	3
General Elective Course	3
General Elective Course	3

Year 3 - Fall	
STR 373 New Media Engagement	3
STR 307 Creative Fundamentals	3
Liberal Studies and/or Diversity	3
Liberal Studies Lab Science Lecture	3
Liberal Studies Lab Science Lab	1
General Elective Course	3

Year 3 - Spring	
ADV 309 Advanced Advertising Development	3
ADV 310 Advertising Media Selection	3
General Elective Course	3
General Elective Course	3
General Elective Course	3

Year 4 - Fall	
STR 446 Social Media Analytics And Management	3
COM 400 or COM 425	3
ADV 311W Creative Advertising Strategies	3
General Elective Course	3
General Elective Course	3

Year 4 - Spring	
ADV 411C Advertising Campaigns	3
Advertising Emphasis Elective	3
General Elective Course	3
General Elective Course	3
General Elective Course	1