

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	
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	
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
<b>Speak to an Academic Advisor or Faculty Mentor regarding graduate school or career planning.</b>	

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	
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