COMMUNICATION (B.S.) ADVERTISING TRACK

Degree: Bachelor of Science

Major: Communication

Concentration: Advertising

Total Hours: 120

The bachelor's degree program in communication prepares students for careers in advertising, broadcasting, film, journalism, or public relations and requires each student to complete a **required** departmental core curriculum of ten courses (30 hours).

This program serves as an appropriate curriculum for those who wish to have a career as a communication practitioner or pursue professional or graduate studies.

Code	Title	Hours
General Education Core Curriculum		
Communication		
ENGL 1301	Composition I	3
COMM 1315	Public Speaking I	3
Mathematics		
MATH 1332	Contemporary Mathematics I	3
Life and Physical Sciences		
Select two of the following:		6
BIOL 1308	General Biology (Non-Science Majors)	
BIOL 1315	Plants and Human Society (Non-Majors)	
BIOL 2306	Environmental Science	
CHEM 1306	Chemistry for Allied Health Sciences	
CHEM 1308	Biochemistry for Allied Health Sciences	
CHEM 1311	General Chemistry I	
CHEM 1312	General Chemistry II	
GEOL 1390	Introductory Environmental & Physical Geology	
PHYS 1305	Elementary Physics I Lecture	
PHYS 1307	Elementary Physics II Lecture	
PHYS 1311	Introduction to Astronomy Lecture	
Language, Philosophy and Culture		
Select one of the following:		3
DSDE 1374	Introduction to Deaf Studies	
ENGL 2300	Ethics and Literature	
ENGL 2322	British Literature	
ENGL 2326	American Literature	
ENGL 2331	World Literature	
ENGL 2376	African-American Literature	
FREN 2312	Intermediate French II	
PHIL 1370	Philosophy of Knowledge	
PHIL 2306	Ethics	
SPAN 2312	Intermediate Spanish II	
Creative Arts		
Select one of the following:		3
ARTS 1301	Art Appreciation	
ARTS 1303	Art History I	
COSC 1324	The Art of Computer Game Development	
COMM 1375	Film Appreciation	
DANC 2303	Dance Appreciation	
MUSI 1306	Music Appreciation	
MUSI 1309	Jazz History and Appreciation	
MUSI 1310	History of Rock and Roll	
PHIL 1330	Arts and Ideas	
THEA 1310	Theatre Appreciation	
American History		
Select two of the following:		6
HIST 1301	U S History I 1763-1877	
HIST 1302	U S History II Since 1877	
HIST 2301	Texas History	
Government/Political Science		
POLS 2301	Intro to American Government I	3
POLS 2302	Intro/American Government II	3
Social and Behavioral Sciences		
Select one of the following:		3
ECON 1301	Principles and Policies	
PSYC 2301	General Psychology	
SOCI 1301	Introduction to Sociology	
Component Area Option		
ENGL 1302	Composition II	3
MATH 1342	Elementary Statistical Methods	3
Required Major Courses		
Communication Core		
COMM 1311	Introduction to Communication	3
COMM 1373	Media Writing	3
COMM 1307	Intro Mass Comm	3
COMM 1318	Interpersonal Communication	3
COMM 4340	Organizational Communication	3
Communication Performance		
Select two of the following:		6
COMM 2331	Broadcast Announcing	
COMM 2341	Performance Studies	
COMM 3315	Advanced Public Speaking	
COMM 3335	Argumentation and Critic Think	
COMM 3340	Interviewing	
COMM 3385	TV Writing & Performing	
Communication Theory		
Select three of the following:		9
COMM 3301	Intercultural Communication	
COMM 3370	Psychology of TV and Film	
COMM 3375	Media Theory	
COMM 3378	Pop Culture Theories	
COMM 4301	Rhetorical Theory & Criticism	
COMM 4310	Communication Law	
COMM 4320	Nonverbal Communication	
COMM 4381	Political Communication	
COMM 4383	Persuasion	
COMM 4390	Communication Theory	

Advertising Courses		
COMM 2371	Advertising Principles and Practices	3
COMM 3361	Desktop Publishing	3
COMM 4365	Social Media Campaigns	3
COMM 3371	Advanced Advertising	3
COMM 4380	Advertising Campaign Strategies	3
ARTS 3352	3D Graphics	3
MKTG 3310	Principles of Marketing	3
MKTG 4360	Marketing Research	3
General Electives		
ARTS 3351	2D Graphics	3
ECON 1301	Principles and Policies	3
COMM 3364	Foundations of Social Media	3
Select 15 hours of electives, 6-15 Advanced (3000-4000 level)		15
Total Hours		**120**

First Year		
Fall		**Hours**
ENGL 1301	Composition I [1]	3
COMM 2371	Advertising Principles and Practices	3
COMM 1311	Introduction to Communication	3
Creative Arts		3
COMM 1315	Public Speaking I	3
	Hours	**15**
Spring		
ENGL 1302	Composition II [1]	3
COMM 1307	Intro Mass Comm	3
COMM 1373	Media Writing	3
COMM 1318	Interpersonal Communication	3
MATH 1332	Contemporary Mathematics I	3
	Hours	**15**
Second Year		
Fall		
HIST 1301	U S History I 1763-1877	3
COMM: PERFORMANCE [2, 3]		3
Science Core (030) [1, 2]		3
PSYC 2301 or SOCI 1301 or ECON 1301	General Psychology (Social Science Core) [1, 2] or Introduction to Sociology or Principles and Policies	3
MATH 1342 or PSYC 2317	Elementary Statistical Methods or Introduction to Statistical Methods	3
	Hours	**15**
Spring		
HIST 1302	U S History II Since 1877 [1]	3
COMM: PERFORMANCE [2, 3]		3
Science Core (030) [1, 2]		3
Language, Philosophy, Culture Core (040) [1, 2]		3
	Hours	**12**
Summer		
ARTS 3351	2D Graphics	3
ARTS 3352	3D Graphics	3
	Hours	**6**
Third Year		
Fall		
COMM 3361	Desktop Publishing	3
COMM	Theory [2, 4]	3
COMM 3371	Advanced Advertising	3
POLS 2301	Intro to American Government I	3
COMM 3364	Foundations of Social Media	3
	Hours	**15**
Spring		
COMM	Theory [2, 4]	3
POLS 2302	Intro/American Government II	3
COMM 4365	Social Media Campaigns	3
General Elective [2]		3
MKTG 3310	Principles of Marketing	3
	Hours	**15**
Fourth Year		
Fall		
COMM	Theory [2, 4]	3
MKTG 4360	Marketing Research	3
Advanced Elective	Any 3000-4000 [2]	3
Advanced Elective	Any 3000-4000 [2]	3
Advanced Elective	Any 3000-4000 [2]	3
	Hours	**15**
Spring		
COMM 4340	Organizational Communication	3
COMM 4380	Advertising Campaign Strategies	3
Advanced Elective	Any 3000-4000 [2]	3
Advanced Elective	Any 3000-4000 [2]	3
	Hours	**12**
	Total Hours	**120**

1. Core Curriculum Course
2. Students should meet with their academic advisor to choose their best option
3. From COMM 2331 Broadcast Announcing, COMM 3335 Argumentation and Critic Think, COMM 2341 Performance Studies, COMM 3315 Advanced Public Speaking, COMM 3340 Interviewing, COMM 3385 TV Writing & Performing
4. From COMM 3301 Intercultural Communication, COMM 3345 Race and Gender in Media, COMM 3370 Psychology of TV and Film, COMM 3375 Media Theory, COMM 3378 Pop Culture Theories, COMM 3390 Conflict Management and Small Group Communication, COMM 4300 Communication Senior Seminar, COMM 4301 Rhetorical Theory & Criticism, COMM 4320 Nonverbal Communication, COMM 4330 Ethics, Media & Society, COMM 4340 Organizational Communication, COMM 4360 Research Methods Communication, COMM 4381 Political Communication