

COMMUNICATION (B.S.) CONCENTRATION IN ADVERTISING

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		
<i>Communication</i>		
ENGL 1301	Composition I	3
COMM 1315	Public Speaking I	3
<i>Mathematics</i>		
MATH 1332	Contemporary Mathematics I	3
<i>Life and Physical Sciences</i>		
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	
SPSC 1301	Space Exploration	
<i>Language, Philosophy and Culture</i>		
Select one of the following:		3
DSDE 1374	Introduction to Deaf Studies	
ENGL 2300	Close Reading II	
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	
DANC 2304	Dance Appreciation	
MUSI 1306	Music Appreciation	
MUSI 1309	Jazz History and Appreciation	
MUSI 1310	History of Rock and Roll	
COMM 1375	Film Appreciation	
COSC 1324	The Art of Computer Game Development	
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	Statistics	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

Select two of the following:		6
COMM 2331	Broadcast Announcing	
COMM 2341	Performance Studies	
COMM 3315	Advanced Public Speaking	
COMM 3335	Argumentation and Critical Thinking	
COMM 3340	Interviewing	
COMM 3385	TV Writing & Performing	

Select three of the following:		9
COMM 3301	Intercultural Communication	
COMM 3370	Psychology of TV and Film	
COMM 3375	Film Theory	
COMM 3378	Pop Culture Theories	
COMM 4301	Rhetorical Theory & Criticism	
COMM 4310	Communication Law	
COMM 4320	Nonverbal Communication	
COMM 4381	Political Communication	

2 Communication (B.S.) Concentration in Advertising

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
Course	Title	Hours
First Year		
Fall		
ENGL 1301	Composition I ¹	3
COMM 1311	Introduction to Communication	3
MATH 1332	Contemporary Mathematics I	3
COMM 1318	Interpersonal Communication	3
COMM 2371	Advertising Principles and Practices	3
Hours		15
Spring		
ENGL 1302	Composition II ¹	3
MATH 1342 or PSYC 2317	Statistics (Component Option Core) ^{1,2} or Introduction to Statistical Methods	3
COMM 1315	Public Speaking I	3
COMM 1307	Intro Mass Comm	3
COMM 1373	Media Writing	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
Creative Arts Core (050) ^{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
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 Critical Thinking, 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, Gender and Media, COMM 3370 Psychology of TV and Film, COMM 3375 Film 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