

Bachelor of Science (BS)  
 Degree Code 507 A  
 Non-Teaching

Program of Study for  
 Communication Majors  
 Advertising

I. GENERAL EDUCATION ..... 44

II. MAJOR REQUIREMENTS ..... 45  
 An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian.

Junior Writing in the Discipline (WID) \_\_\_\_\_ & Senior Capstone Experience (CAP) \_\_\_\_\_ must be met.

**Core Courses (6 sh) (A 2.0 GPA is required in the core courses)**

- COM 1200 \_\_\_\_\_ (3) Foundations of Human Communication
- COM 2101 \_\_\_\_\_ (3) Public Speaking

**Major Courses (24 sh)**

- COM 2700 \_\_\_\_\_ (3) Foundations of Advertising
- COM 3155 \_\_\_\_\_ (3) Persuasion (**WID**) (Prerequisites: COM 1200, COM 2101, ENG 2001 or its equivalent, or permission of the instructor)
- COM 3200 \_\_\_\_\_ (3) Internet Communication
- OR
- IDS 3250 \_\_\_\_\_ (3) Internet Studies
- COM 3305 \_\_\_\_\_ (3) Communication Law
- COM 3928 \_\_\_\_\_ (3) Communication Research Methods (Prerequisite: Jr/Sr standing or permission of the instructor)
- COM 4040 \_\_\_\_\_ (3) International Advertising (Prerequisite: COM 2700 or permission of the instructor)
- COM 4250 \_\_\_\_\_ (3) Professional Ethics in Advertising (Prerequisite: COM 2700 or permission of the instructor)
- COM 4400 \_\_\_\_\_ (3) Advertising Campaigns (**CAP**) (Prerequisite: Senior standing, COM 2700, and either 3302 or 3640 or permission of the instructor)

**Sequence Selection: (9 sh) Choose three of the four courses, in one of the following two emphases**

**Business Emphasis**

- COM 3152 \_\_\_\_\_ (3) Communication in Organizations
- COM 3544 \_\_\_\_\_ (3) Selected Topics in Advertising-Business
- COM 3640 \_\_\_\_\_ (3) Media Planning (Prerequisites: COM 2700)
- COM 4300 \_\_\_\_\_ (3) Media Sales

**Creative Emphasis**

- COM 2618 \_\_\_\_\_ (3) Intro. Media Publishing (COM major)
- COM 3010 \_\_\_\_\_ (3) Media Graphics (Prerequisites: COM 2618)
- COM 3302 \_\_\_\_\_ (3) Copywriting for Advertising (Prereq: COM 2700, ADV major or COM minor; Eng 2001 or its equivalent)
- COM 3545 \_\_\_\_\_ (3) Selected Topics in Advertising – Creative

**Major Electives (6 sh) Choose any courses from the Communication Department course listing (must meet prerequisites)**

COM \_\_\_\_\_ (3) \_\_\_\_\_ COM \_\_\_\_\_ (3) \_\_\_\_\_

III. MINOR REQUIRED ..... 12 – 24  
 9 sh of a minor must be completed at Appalachian. Suggested minors include: Art, English, General Business, International Business, Marketing, Political Science, Psychology, and Sociology.

IV. FREE ELECTIVES ..... 9 – 21  
 2 sh of free electives outside the major discipline are required. 122

Students must apply to be a COM major. Deadline to submit “Application for Admission” is announced at the beginning of each semester. Please check the dates with the Department of Communication. Once accepted, a student must fill out a “Declaration of Major” form and submit it to the dean’s office for processing.