

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

Program of Study for
Communication Majors
Advertising

- I. **GENERAL EDUCATION** 44
 (COM 2105 and IDS 3250 taken for the major may count toward General Education: Liberal Studies Experience).
- 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) Thinking Through Communication
- COM 2101 _____ (3) Public Speaking
- OR
- COM 2105 _____ (3) Public Speaking in the Disciplines (Liberal Studies Experience)

Major Courses (24 sh)

- COM 2700 _____ (3) Foundations of Advertising
- COM 3155 _____ (3) Persuasion (**WID**) (Prerequisites: COM 1200, COM 2101 or COM 2105, RC 2001 or its equivalent, or permission of the instructor)
- COM 3200 _____ (3) Internet Communication
- OR
- IDS 3250 _____ (3) Internet Studies (Gen Ed: LSE)
- 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
 (Prerequisite: Jr/Sr standing and EM/Broadcasting major or COM 3640; or consent of the instructor)

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, admitted COM major or COM minor; RC 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 – 25
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** 8 - 27
2 sh of free electives outside the major discipline are required. 122

Major Requirements that may count in Gen Ed:	
COM 2105 (3)	Liberal Studies Experience
IDS 3250 (3)	Liberal Studies Experience
Total Major Hours: 45	
Gen Edu: up to:	-6
Net Major Hours:	39