

First and Second Year Advising
Academic Plan for **Advertising Creative BA**
School of Communication



Preparing people to lead extraordinary lives

Advertising Creative students must complete this list of University Core areas:

- Artistic Knowledge** (1 course/3 credit hours)
- Ethics** (1 course/3 credit hours)
- Historical Knowledge** (2 courses/6 credit hours)
- Literary Knowledge** (2 courses/6 credit hours)
- Quantitative Knowledge** (1 course/3 credit hours)
- Philosophical Knowledge** (1 course/3 credit hours)
- Scientific Literacy** (2 courses/6 credit hours)
- Societal Knowledge** (1 courses/3 credit hours)
- Theological Knowledge** (2 courses/6 credit hours)
- Writing Seminar** (1 course/3 credit hours)

Study Abroad Advertising Creative majors have flexibility in when they can study abroad. Students may take University Core while abroad and may consult with the School of Communication about the possibility of major elective credit.

122 Total Credit Hours

	FIRST YEAR	SECOND YEAR	THIRD YEAR	FOURTH YEAR
FALL	COMM 175 Intro to Communication UCWR 110 Writing Seminar Language 101 CORE CORE UNIV 101 First-Year Seminar (1 credit)	COMM 200 Digital Communication & Society COMM 215 Ethics & Communication CORE CORE General Elective*	COMM 266 Advertising Copywriting COMM 290 Branding & Positioning Major Elective CORE CORE	COMM 344 Portfolio 1 COMM 391 AD/PR Internship CORE General Elective* General Elective*
SPRING	COMM 100 School of Comm. Seminar (1 credit) COMM 210 Principles of Public Relations COMM 211 Principles of Advertising Language 102 CORE CORE	COMM 213 Digital Foundations COMM 214 Introduction to Creative Concepts MARK 201 Fundamentals of Marketing CORE CORE	COMM 329 AD/PR Design or COMM 330 Intermediate Design Major Elective Research Course CORE General Elective*	COMM 389 Advertising Creative Capstone: Portfolio 2 CORE General Elective* General Elective* General Elective*

*Advertising Creative majors have flexibility to complete a minor program of study housed in another college or school in place of several general electives.