

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, admitted COM 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