

Advertising

Recommended Academic Plan

(AD PR ADVT)

(Effective Summer 2010)

Semester 1	Credits	Semester 2	Credits
COMM 160 Basic News Writing Skills	1	Humanities (GH)	3
Foreign Language	4	Foreign Language	4
PSYCH 100 (GS) Introduction to Psychology OR Econ 102 (GS) Introductory Microeconomic Analysis and Policy	3	PSYCH 100 (GS) Introduction to Psychology OR Econ 102 (GS) Introductory Microeconomic Analysis and Policy	3
ENGL 015 (GWS) Rhetoric and Composition OR ENGL 030 (GWS) Honors Freshman Composition	3	CAS 100 (GWS) Effective Speech	3
Natural Sciences (GN)	3	Natural Sciences (GN)	3
First-Year Seminar	1	Total Credits:	16
Total Credits:	15		
Semester 3	Credits	Semester 4	Credits
Natural Sciences (GN)	3	COMM 320 Introduction to Advertising	3
Foreign Language	4	B. A. Knowledge Domain (US)	3
Quantification (GQ)	3	Other Cultures	3
Humanities (GH)	3	B.A. Knowledge Domain	3
Arts (GA)	3	Non- Communications Elective	3
Total Credits:	16	Total Credits:	15
Semester 5	Credits	Semester 6	Credits
STAT 200 (GQ) Elementary Statistics	4	COMM 420 Research Methods in Advertising and Public Relation	3
COMM 421W Advertising Creative Strategies	3	Additional COMM 370 , 373 , 410 , 411 , 417 , 418 , 425 , 426 , 427 , 468 , 496 , 499	3
Non- Communications Elective	3	ENGL 202 (GWS) Effective Writing	3
Elective	3	Arts (GA)	3
B.A. Knowledge Domain (IL)	3	Elective	3
Total Credits:	16	Total Credits:	15
Semester 7	Credits	Semester 8	Credits
Additional COMM 370 , 373 , 410 , 411 , 417 , 418 , 425 , 426 , 427 , 468 , 496 , 499	3	COMM 424 Advertising Campaigns	3
COMM 422 Advertising Media Planning	3	Any COMM (Except COMM 100)	3
Non- Communications Elective	3	Elective	3
Elective	3	Elective	3
Health and Physical Activity (GHA)	1.5	Health and Physical Activity (GHA)	1.5
Total Credits	13.5	Total Credits	13.5

- **Bold type** indicates courses requiring a quality grade of C or better.
- *Italics* indicates courses that satisfy both major and General Education requirements.
- ***Bold Italics*** indicates courses requiring a quality grade of C or better and that satisfy both major and General Education requirements.
- GWS, GHA, GQ, GN, GA, GH, and GS are codes used to identify General Education requirements.
- US, IL, and US;IL are codes used to designate courses that satisfy University United States/International Cultures requirements.
- W is the code used to designate courses that satisfy University Writing Across the Curriculum requirements.

Program Notes:

Advertising/Public Relations is a controlled major; acceptance based upon successful completion of the entrance to major requirements.

Students studying at any of the commonwealth campuses that do not offer COMM 320 or COMM 160 will take those two courses 5th semester upon arrival to University Park. In place of COMM 320 students should take STAT 200 in their 4th semester. COMM 421W will then be taken 6th semester and an additional COMM will be taken 5th semester.

Effective FALL 2012, all incoming Schreyer Honors College freshmen at University Park will take ENGL/CAS 137H in the fall semester and ENGL/CAS 138T in the spring semester. These courses carry GWS designation and replace both ENGL 030 and CAS 100.