

# COLLEGE OF LIBERAL ARTS AND SOCIAL SCIENCES

## Bachelor of Art, COMM, Advertising

### Four-Year Academic Map 2015-2016

YEAR 1	Semester 1 Fall			Semester 2 Spring			Total
	ENGL 1303	First Year Writing I*	3	ENGL 1304	First Year Writing II*	3	
	MATH 1310	College Algebra*	3	COMM 2300	Comm Research Methods	3	
	HIST1376/77	The United States to 1877*	3	HIST 1378/79	US Since 1877*	3	
	POLS 1336	US & TX Constitutions & Politics*	3	POLS 1337	US Government*	3	
	COMM 1301	Media and Society	3	Core	Creative Arts*	3	
	Semester Hours			15	Semester Hours		15

YEAR 2	Semester 1 Fall			Semester 2 Spring			Total
	COMM 1302	Intro to Communication Theory*	3	COMM 2310	Writ. for Print & Dig. Media	3	
	Core	Math / Reasoning*	3	Core	Life & Physical Sciences*	3	
	Core	Life & Physical Sciences*	3	Core	Social & Behavioral Sci*	3	
	Core	Language, Philosophy & Culture*	3	CLASS	CLASS Block	3	
	Foreign Lang	Elementary Foreign Language I	3-5	Foreign Lang.	Elem. Foreign Language II	3-5	
	Semester Hours			15-17	Semester Hours		15-17

YEAR 3	Semester 1 Fall			Semester 2 Spring			Total
	COMM 3360	Principles of Integrated Comm	3	COMM 3361	Advertising Copywriting	3	
	Major Elec.	Group Elective Requirement	3	COMM 4360	Media Planning Placement	3	
	COMM 4303	Communication Law & Ethics	3	Minor	Minor Requirement	3	
	CLASS	CLASS Block	3	Minor	Minor Requirement	3	
	Foreign Lang	Intermediate Foreign Language I	3-5	Foreign Lang.	Inter. Foreign Language II	3-5	
	Semester Hours			15-17	Semester Hours		15-17

YEAR 4	Semester 1 Fall			Semester 2 Spring			Total
	Major Elec	Group Elective Requirement	3	Major Elective	Group Elective Requirement	3	
	Campaigns	Major Campaign: 4361, 4363, 4366	3	Minor	Minor Requirement	3	
	Major Elec	Group Elective Requirement	3	Elective	Minor Req. or Gen Elective	3	
	Minor	Minor Requirement	3	Elective	Minor Req. or Gen Elective	3	
	Minor	Minor Requirement	3	Elective	Approved General Elective	3	
	Semester Hours			15	Semester Hours		15
							120-128

\*State of Texas Core Curriculum

Students should meet with their academic advisor to formulate their own plan.