



This four-year guide is a recommended semester-by semester plan of study for this major. All four-year guides are meant as examples of how a degree can be completed in four years. Individual plans will be developed for each student in consultation with the academic advisor. Prior credit, course availability, and student needs must be considered in developing the individual plan.

Shaded areas of guide require special attention.

Course Subject and Title

Credit Hours

Credit Hours

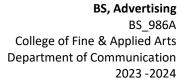
Grade in Major GPA

Important Notes

Required

GPA

Semester One: [15 Credit Hours]				
COM 1200	3	٧	٧	COM 1200 and COM 2101 or COM 2105 require an overall average grade of "C" (2.0).
R C 1000	3			
UCO 1200	3			
GEN ED: Integrative Learning Exp	3			See General Education Model on the last page.
GEN ED: Liberal Studies Exp	3			See General Education Model on the last page.
		Semes	ster Two:	[16 Credit Hours]
COM 2101 or COM 2105	3	٧	٧	COM 1200 and COM 2101 require an overall average grade of "C" (2.0).
GEN ED: Quantitative Literacy	4			
GEN ED: Integrative Learning Exp	3			See General Education Model on the last page.
GEN ED: Integrative Learning Exp	3			See General Education Model on the last page.
GEN ED: Liberal Studies Exp	3			See General Education Model on the last page.
		Semest	er Three	: [16 Credit Hours]
COM 2700	3		٧	
COM 2618	3		٧	
GEN ED: Liberal Studies Exp	3			See General Education Model on the last page.
GEN ED: Science Inquiry Course	4			
Minor Course	3			
		Semes	ter Four:	[16 Credit Hours]
R C 2001	3			
COM 3245	3		٧	
GEN ED: Liberal Studies Exp	3			See General Education Model on the last page.
GEN ED: Science Inquiry Course	4			
Minor Course	3			
		Semes	ster Five:	[13 Credit Hours]
COM 3317	3		٧	
Minor Course	3			
GEN ED: Wellness Literacy	1			
Strategic or Creative Emphasis Course	3		٧	
Free Elective				





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Course Subject and Title

Credit Hours

Required

Grade Required

GPA

Important Notes

Important Notes

Semester Six: [18 Credit Hours]				
COM 3428	3	٧		
COM Elective	3	٧		
COM Elective	3	٧		
Strategic or Creative Emphasis Course	3	٧		
Free Elective	3	٧		
Minor Course	3			
	Semester Seven: [16 Credit Hours]			
COM 4040	3	٧		
Strategic or Creative Emphasis Course	3	٧		
Minor Course	3			
GEN ED: Wellness Literacy	1			
Free Elective	3			
Free Elective	3			
Semester Eight: [12 Credit Hours]				
COM 3430	3	٧	WID Course.	
COM 4400	3	٧	CAPSTONE	
Minor Course	3			
Free Elective	3			

	General Requirements Summary					
Minimum	Gen Ed.		Minimum			
	Total Hours Hours	Writing	Major GPA	Overall GPA		
•	120	44	R C 1000 and R C 2001	2.0	2.0	



BS, Advertising
BS_986A
College of Fine & Applied Arts
Department of Communication
2023 -2024

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Course Subject and Title	Credit Hours	Min. Grade Required	Included in Major GPA	Important Notes

General Education Program Model - 44 Semester Hours Total			
Program Categories	Hours	Important Notes – Be sure to check for Gen Ed courses required in your major	
First Year Seminar	3	Can be taken first or second semester of freshman year	
Wellness Literacy	2		
Quantitative Literacy	4		
First Year Writing	3	Can be taken first or second semester of freshman year	
Sophomore Writing	3		
Integrative Learning Experience	9	Complete nine hours from a single theme. Students must take courses from at least two discipline prefixes in the chosen theme.	
Liberal Studies Experience	12	Must choose a minimum of three disciplines	
Science Inquiry	8		

You must also meet the Fine Arts, Literary Studies, Historical Studies, and the Social Science Designations. Those may be met within the Integrative Learning Experience and the Literary Studies Experience.

Additional Notes:

• Residency Requirements:

- \circ 30 hours must be from ASU (25% of the credit hours required for the degree).
- o 18 hours in the major must be from ASU.
- o 9 hours in the minor must be from ASU. (if a minor is required).