

COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCES

Bachelor of Arts, Strategic Communication

Advertising Concentration

Four-Year Academic Map 2024-2025

YEAR 1	Semester 1 Fall			Semester 2 Spring			Total	
	ENGL 1301	First Year Writing I *	3	ENGL 1302	First Year Writing II*	3		
	MATH 1332 OR MATH 1314	Contemporary Mathematics OR College Algebra*	3	CORE	Mathematics/Reasoning*	3		
	HIST 1301	The United States to 1877*	3	HIST 1302	The United States since 1877*	3		
	GOVT 2306	U.S. and Texas Constitution & Politics*	3	GOVT 2305	U.S. Government*	3		
	COMM 1303 OR COMM 1307	Writing for Communicators OR Media and Society	3	COMM 1303 OR COMM 1307	Media and Society OR Writing for Communicators	3		
	Semester Hours		15	Semester Hours		15		30

YEAR 2	Semester 1 Fall			Semester 2 Spring			Total	
	COMM 2356	Business & Professional Comm.	3	COMM 2311	Writing for Print & Digital Media	3		
	CORE	Creative Arts*	3	CORE	Social & Behavioral Sciences*	3		
	CORE	Life and Physical Science*	3	Minor	Minor course	3		
	BA Foreign Lang/ CLASS Block	Elementary Foreign Language I	5	BA Foreign Lang	Elementary Foreign Language II	5		
	Elective	1000-4000 level course	1	Elective	1000-4000 level course	1		
Semester Hours		15	Semester Hours		15	30		

YEAR 3	Semester 1 Fall			Semester 2 Spring			Total	
	COMM 3360	Principles of Strategic Comm	3	COMM 4303	Communication Law & Ethics	3		
	COMM 3369	Strategic Communication Writing	3	COMM 3361	Advertising Copywriting	3		
	CORE	Life and Physical Science*	3	Minor	Minor course	3		
	Minor	Minor course	3	CORE	Language, Philosophy & Culture*	3		
	BA Foreign Lang	Intermediate Foreign Language I	3	BA Foreign Lang	Intermediate Foreign Language II	3		
Semester Hours		15	Semester Hours		15	30		

YEAR 4	Semester 1 Fall			Semester 2 Spring			Total	
	COMM 4360	Media Planning & Placement	3	COMM Capstone	COMM 4361, 4363, 4368, 4384, OR 4374	3		
	COMM 4366	Advertising Account Planning	3	COMM	Approved COMM Major Elec	3		
	COMM	Approved COMM Major Elec	3	Minor	Minor course	3		
	CORE	Writing in the Disciplines*	3	CLASS Block	CLASS Block course	3		
	Minor	Minor course	3	CLASS Block	Diversity requirement	3		
Semester Hours		15	Semester Hours		15	30		
						120		

*State of Texas Core Curriculum

Students should meet with their Academic Advisor to formulate their own plan.