

Completed	Course	Title	Prerequisites	Notes
<b>[24 units] Communications Core Requirements</b>				
<b>Required Core Courses: Take all six of these courses (18 units)</b>				
<input type="checkbox"/>	COMM 233	Mass Communication in Modern Society (GE 4.A)	none	"C" required
<input type="checkbox"/>	COMM 101	Writing for Mass Media	ENGL 101 (GE 1.A)	
<input type="checkbox"/>	COMM 317	Digital Foundations	GE 3.A or 3.B	
<input type="checkbox"/>	COMM 407	Communications Law	COMM 233; jr.	
<input type="checkbox"/>	COMM 410	Principles of Communication Research	COMM 233; jr.	
<b>Internship Course (part of the "Required Core" courses): Take the following course (start planning 6-12 months ahead)</b>				
<input type="checkbox"/>	COMM 495T	Mass Media Internship ( <a href="http://communications.fullerton.edu/internship">http://communications.fullerton.edu/internship</a> ) (Mandatory Internship Orientation required prior to enrollment; RSVP via website)	COMM 351, 352, 353; jr.; 2.25 GPAs: CSUF, major, CUM   "CR/NC" grading repeatable once for non-major elec. credit (6 unit limit: total intern. units)	
<b>Core Electives: Select two of the following courses (6 units)</b>				
<input type="checkbox"/>	COMM 300	Visual Communication (UD GE 3.U)	GE 3.A or 3.B	"C" required
<input type="checkbox"/>	COMM 310	Mass Media Ethics	jr.	
<input type="checkbox"/>	COMM 315	Mass Media and Diversity (UD GE 4.U/Z*, if taken F'20 or later)	GE 4.A or COMM 233	
<input type="checkbox"/>	COMM 328	Global Media (formerly COMM 426, 'Global Media Systems' prior to F'24)	jr.	
<input type="checkbox"/>	COMM 333	Mass Media Effects (UD GE 4.U)	GE 4.A	
<input type="checkbox"/>	COMM 339	Politics in the Mediasphere	none	
<input type="checkbox"/>	COMM 380	Interactive Media Design	COMM 317	
<input type="checkbox"/>	COMM 422	Communications Technologies	COMM 233	
<input type="checkbox"/>	COMM 480	Persuasive Communications	COMM 233; jr.	
<b>[21 units] Advertising Concentration Requirements</b>				
<b>Required Concentration Courses: Take all four of these courses (12 units)</b>				
<b>Principles Course: Take COMM 350 as early as possible (if you are a sophomore or junior)</b>				
<input type="checkbox"/>	COMM 350	Principles of Advertising	GE 4.A (all mjrs) and pre- or co-req.: COMM 233 or 317 (COMM mjrs)	"C" required
<b>Other Required Concentration Courses: Take COMM 352 &amp; 353 as soon as possible (after completing the COMM 350 prereq.) in addition to COMM 351</b>				
<input type="checkbox"/>	COMM 351	Writing for the Advertising Industry [UDW]	ENGL 101 (GE 1.A)	"C" required
<input type="checkbox"/>	COMM 352	Advertising Media	COMM 350; jr.	"C" required
<input type="checkbox"/>	COMM 353	Advertising Creative Strategy and Execution I	COMM 350 and ENGL 101 (GE 1.A); jr.	"C" required
<b>Capstone Course: Select one of the following courses (3 units)</b>				
<input type="checkbox"/>	COMM 451	Capstone - Advertising Campaigns	COMM 350, 352 and 353	"C-" required
<input type="checkbox"/>	COMM 474	Capstone - ADV/PR/ETC Student Agency (PRactical ADvantage student-run agency open to ADV & PR [& ETC students who meet the prereqs])	COMM 346 or 350 or 361 and 351 or 362; repeatable once for non-major elec. credit	"C-" required
<input type="checkbox"/>	COMM 475	Capstone - Advertising/AAF Competition (AAF team involvement typically requires fall and spring enrollment; instructor consent required; contact instructor for more information)	COMM 350, 352 & 353 and consent repeatable once for non-major elec. credit (fall & spring enrollment typically required)	"C-" required
<b>Advertising Electives: Select two of the following courses, with at least one chosen from Section A (6 units)</b>				
<b>Section A elective: Take at least one course from this section; you may take two Section A courses in lieu of Section B</b>				
<input type="checkbox"/>	COMM 450	Advertising and Brand Communication Management	COMM 350, 352 and 353	
<input type="checkbox"/>	COMM 452	Advanced Media Strategy and Tactics	COMM 350 and 352	
<input type="checkbox"/>	COMM 453	Advertising Creative Strategy and Execution II	COMM 350 & 353 and 317 or consent	
<input type="checkbox"/>	COMM 454	Advertising Media Sales	COMM 350	
<input type="checkbox"/>	COMM 455	Internet Advertising and Promotional Communications	COMM 350, 352 and 353	
<input type="checkbox"/>	COMM 456	Advertising Account Planning	COMM 353	
<input type="checkbox"/>	COMM 457	Broadcast Advertising	COMM 350, 353; jr.	
<b>Section B elective: Take no more than one course from this section; if you take two Section A courses, Section B is not required</b>				
<input type="checkbox"/>	COMM 361	Principles and Ethics of Public Relations	GE 4.A (all mjrs) and pre- or co-req.: COMM 233 or 317 (COMM mjrs)	
<input type="checkbox"/>	COMM 446	Entertainment and Society	COMM 346 or 350 or 361 or MGMT 365	
<input type="checkbox"/>	COMM 466T	Current Topics in Public Relations	COMM 346 or 350 or 361	repeatable once w/diff. topic for non-mjr credit
<b>[ = 45 units] 15 Total Communications Courses</b>				
<b>[120 units] Minimum Units Required for the B.A. Degree</b>				
In addition to the major, GE and collateral requirements, free electives to earn 120 units may be required. Review your TDA and visit the College of Communications Student Success Center [CP-210; <a href="http://communications.fullerton.edu/advising/">http://communications.fullerton.edu/advising/</a> ] to confirm unit requirements for graduation and TDA accuracy.				

## [12 units] COLLATERAL REQUIREMENT

**Collateral Requirement:** To enhance learning, all communications majors must complete at least 12 units of supplementary, upper-division courses.

**You may complete this 'collateral requirement' in ONE of the following ways:**

- **Option 1: Collateral Courses:** Select four courses (12 units) from the below list of approved collateral courses; select ANY four courses from ANY category
- **Option 2: Minor or Double Major:** Completion of a minor or double major in any OTHER department (COMM majors cannot minor in advertising, journalism or PR)
- **Option 3: Certificate:** Completion of one of these certificates: 1) Digital Communications Media; 2) Photocommunications; 3) Radio-Audio; 4) Sports Media

### Option 1: Collateral Courses: Select any four courses

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**'GE' column:** courses that double-count with GE reqs. (subject to change; check GE statuses: <https://www.fullerton.edu/general-education/student-info/approved-courses.html#box2>)

**Prerequisites:** these are indicated in parentheses ( ) next to the course title (subject to change; double-check [Titan Online class schedule](#) for currently enforced prerequisites)

### Collateral Courses Approved for the Advertising Concentration

Course	Title	GE	Course	Title	GE
<b>Arts</b>					
ART 300	Writing in the Visual Arts (ART 201A or 201B)		MKTG 351	Principles of Marketing (jr. stdng for non-business mjrs)	
ART 311	Foundations of Modern Art (jr.)	UD GE 3.U	MKTG 370	Consumer Behavior (MKTG 351 pre- or co-req. for non-business mjrs)	
ART 312	Modern Art (ART 101, 201A or 201B)	UD GE 3.U	MKTG 401	Professional Selling (jr. stdng for non-business mjrs)	
ART 323A/B	Graphic Design (ART 223B; ART 323B also requires 323A)		MKTG 415	Managing the Sales Force (MKTG 351)	
CTVA 361	American TV: Beginnings-1980 (prereq.: GE 3.A or 3.B)		MKTG 425	Retail Marketing Strategy (MKTG 351)	
CTVA 363	American TV: 1980-Present (prereq.: GE 3.A or 3.B)		MKTG 430	Sports Marketing (MKTG 351)	
PHIL 311	Aesthetics: Philosophy of Art and Beauty (prereq.: GE 3.A or 3.B)	UD GE 3.U	MKTG 442	Sales and Consumer Product Strategies (MKTG 351)	
			MKTG 445	Global Marketing (MKTG 351)	
			MKTG 455	Digital Marketing (MKTG 351)	
<b>Writing</b>					
CPLT 315	Classical Mythology in World Literature (prereq.: GE 3.A or 3.B)	UD GE 3.U	MKTG 462	Marketing for Entrepreneurs (MKTG 351)	
ENGL 300	Analysis of Literary Forms		MKTG 475	Export/Import Marketing Strategies (MKTG 351)	
ENGL/LING 305	The English Language in America		MKTG 485	Multicultural Marketing (MKTG 351; sr. stdng)	
ENGL 306	Intermediate Creative Writing (prereq.: GE 3.A or 3.B)	UD GE 3.U			
ENGL 404T	Advanced Creative Writing (ENGL 306)				
<b>Marketing</b>					
AMST 409	Consumer Culture (prereq.: GE 4.B [Am. Hist.])		HCOM 326	Organizational Communication Dynamics	
AMST 451	Fashion and American Culture (prereq.: GE 4.B [Am. Hist], POSC 100 or HONR 201B)		HCOM 422	Applications of Intercultural Communications (HCOM 320)	
CTVA 360	Programming (prereq.: GE 4.B [Amer. Hist.])		MGMT 339	Managing Operations (business major/minor-only co-reqs)	
CTVA 365	Children's Television (prereq.: GE 4.A)	UD GE 4.U	MGMT 340	Organizational Behavior (business major/minor-only co-reqs)	
			MGMT 443	Team Leadership Skills (MGMT 339, MGMT 340; COMM mj or business mj)	

### Additional Collateral Courses Approved for ALL Concentrations (Including Advertising)

AFAM 335	History of Racism (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM 313	Interpersonal Communication Theory	
AMST 300	Introduction to American Popular Culture (prereq.: GE 4.A)	UD GE 4.U	HCOM 320	Intercultural Communication	UD GE 4.U/Z*
AMST 301	American Experiences [was 'American Character'] (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM 321	Latina/o Intercultural Communication (HCOM 100 or 102)	
AMST 324	American Immigrant Cultures (prereq.: 3.A or 3.B)	If taken F'20-later: UD GE 3.U/Z*	HCOM 324	Communicating in Teams and Groups	
AMST 345	The American Dream (prereq.: GE 3.A or 3.B)	If taken F'21-later: UD GE 3.U/Z*	HCOM 325	Interviewing: Principles and Practices	
AMST 395	California Cultures (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM 332	Processes of Social Influence	
ASAM/PSYC 346	Asian American Psychology (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM 333	Communication in Business and the Professions	
ASAM 360	Multiple Heritage Asian American & Pac Islanders (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM 334	Persuasive Speaking (HCOM 100 or 102)	
CHIC 303	Chicano/Mexican Cultures (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM/LING 360	Nonverbal Communication (HCOM 100 or LING 106)	
CPSC 313	The Computer Impact (prereq.: GE 2.A & jr. offered summers only)	UD GE 2.U	KNES/PUBH 342	Stress Management (sophomore standing or above)	
CTVA 300	Language of Film		PHIL 312	Business and Professional Ethics (jr. standing)	UD GE 3.U
CTVA 301	Critical Studies: Cinema		POSC 300	California Government and Politics (POSC 100 or HONR 201B)	UD GE 4.U
CTVA 302	Critical Studies: Television		POSC 448	Media and Politics (POSC 100 or HONR 201B)	
CTVA 350	Story Structure (ENGL 101)		POSC/GSS 485	Women, Gender and Politics (POSC 100 or HONR 201B)	UD GE 4.U
CTVA 362	Media Literacy (prereq.: GE 3.A or 3.B)		PSYC 351	Social Psychology (PSYC 101)	UD GE 4.U
CTVA 480	Management in CTVA (CTVA 100)		PUBH 325	Consumer Health (prereq.: non-frosh and GE 1.A or 1.C)	
ENGL 301	Advanced College Writing (ENGL 101)		RLST 400	Religion, Media & Contemp. Culture (AMST 201, COMM 233, HIST 180, RLST 105 or 110)	
ENGL 303	The Structure of Modern English (jr. standing)		SOCI 345	Sociology of Communication (prereq.: GE 4.A)	
FIN 310	Personal Financial Management (prereq.: GE 2.A)   If taken F'18 or later: UD GE 2.U		SPAN 303	Writing for Hispanic Media (SPAN 301)	
GSS 420	Queer Theory (prereq.: GE 3.B or 4.U) [was 'WGST' 320 before F'25]		SPAN 405	Spanish Editorial Convergence Model (SPAN 301)	

### IMPORTANT ADVISING NOTES

- **COMM 453** is a **highly recommended** elective for students seeking a creative/art focus | "jr.": **junior standing** (60+ units) | "sr.": **senior standing** (90+ units)
- **[UDW]:** at least one UDW course must be passed with a "C" or higher to satisfy the university's upper-division baccalaureate writing requirement.
- **COMM major and collateral courses that are approved GE courses may "double-count" to fulfill both requirements** (you will not earn double the units, however).
- **COMM courses may NOT double-count toward COMM major and COMM certificate requirements;** consult with a College of Communications Student Success Center advisor.
- **Student may need to be a declared COMM major to enroll in select COMM courses:** check the "Enrollment Requirements" description in the course details on Titan Online.
- **"C" REQUIREMENT:** Students must earn an overall GPA of 2.0 or better in the major, as well as a "C" or better in 1) major courses that are prerequisites for other major courses taken, 2) one [UDW] course, and 3) courses noted as "C required" on the checklist; a "C minus [C-]" will not fulfill a "C required" designated course.
- **GE and Major Academic Advisement:** [College of Communications Student Success Center](#) (CP-210): professional staff academic advisement for GE, major, overall degree requirements; TDA reviews, class registration assistance/permits, university policies, academic notice holds, graduation check approvals. For hours of operation, visit <http://communications.fullerton.edu/advising/>. Faculty Advisement: faculty office hours available [online](#) and in the [communications department](#) (CP-400).