

ADVERTISING

REVISED 06/2025

| Completed | Course | Title | Prerequisites | Notes |
|---|---|--|---|---------------|
| [24 units] Communications Core Requirements | | | | |
| Required Core Courses: Take all six of these courses (18 units) | | | | |
| <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. | |
| Internship Course (part of the "Required Core" courses): Take the following course (start planning 6-12 months ahead) | | | | |
| <input type="checkbox"/> | COMM 495T | Mass Media Internship (http://communications.fullerton.edu/internship) (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) | |
| Core Electives: Select two of the following courses (6 units) | | | | |
| | COMM 300 | Visual Communication (UD GE 3.U) | GE 3.A or 3.B | "C" required |
| | COMM 310 | Mass Media Ethics | jr. | |
| | COMM 315 | Mass Media and Diversity (UD GE 4.U/Z*, if taken F'20 or later) | GE 4.A or COMM 233 | |
| | COMM 328 | Global Media (formerly COMM 426, 'Global Media Systems' prior to F'24) | jr. | |
| | COMM 333 | Mass Media Effects (UD GE 4.U) | GE 4.A | |
| | COMM 339 | Politics in the Mediasphere | none | |
| | COMM 380 | Interactive Media Design | COMM 317 | |
| | COMM 422 | Communications Technologies | COMM 233 | |
| | COMM 480 | Persuasive Communications | COMM 233; jr. | |
| [21 units] Advertising Concentration Requirements | | | | |
| Required Concentration Courses: Take all four of these courses (12 units) | | | | |
| Principles Course: Take COMM 350 as early as possible (if you are a sophomore or junior) | | | | |
| <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 |
| Other Required Concentration Courses: Take COMM 352 & 353 as soon as possible (after completing the COMM 350 prereq.) in addition to COMM 351 | | | | |
| <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 |
| Capstone Course: Select one of the following courses (3 units) | | | | |
| | COMM 451 | Capstone - Advertising Campaigns | COMM 350, 352 and 353 | "C-" required |
| | 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 |
| | 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 |
| Advertising Electives: Select two of the following courses, with at least one chosen from Section A (6 units) | | | | |
| Section A elective: Take at least one course from this section; you may take two Section A courses in lieu of Section B | | | | |
| | COMM 450 | Advertising and Brand Communication Management | COMM 350, 352 and 353 | |
| | COMM 452 | Advanced Media Strategy and Tactics | COMM 350 and 352 | |
| | COMM 453 | Advertising Creative Strategy and Execution II | COMM 350 & 353 and 317 or consent | |
| | COMM 454 | Advertising Media Sales | COMM 350 | |
| | COMM 455 | Internet Advertising and Promotional Communications | COMM 350, 352 and 353 | |
| | COMM 456 | Advertising Account Planning | COMM 353 | |
| | COMM 457 | Broadcast Advertising | COMM 350, 353; jr. | |
| | Section B elective: Take no more than one course from this section; if you take two Section A courses, Section B is not required | | | |
| | COMM 361 | Principles and Ethics of Public Relations | GE 4.A (all mjrs) and pre- or co-req.: COMM 233 or 317 (COMM mjrs) | |
| | COMM 446 | Entertainment and Society | COMM 346 or 350 or 361 or MGMT 365 | |
| | COMM 466T | Current Topics in Public Relations | COMM 346 or 350 or 361 repeatable once w/diff. topic for non-mjr credit | |
| [= 45 units] 15 Total Communications Courses | | | | |
| [120 units] Minimum Units Required for the B.A. Degree | | | | |
| 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; http://communications.fullerton.edu/advising/] 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

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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 |
|------------------|---|-----------|---------------------------|---|----|
| Arts | | | Marketing (cont'd) | | |
| ART 300 | Writing in the Visual Arts (ART 201A or 201B) | | MKTG 351 | Principles of Marketing (jr. stndng 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. stndng 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) | |
| Writing | | | MKTG 455 | Digital Marketing (MKTG 351) | |
| 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. stndng) | |
| ENGL 306 | Intermediate Creative Writing (prereq.: GE 3.A or 3.B) | UD GE 3.U | | | |
| ENGL 404T | Advanced Creative Writing (ENGL 306) | | Management | | |
| Marketing | | | HCOM 326 | Organizational Communication Dynamics | |
| AMST 409 | Consumer Culture (prereq.: GE 4.B [Am. Hist.]) | | HCOM 422 | Applications of Intercultural Communications (HCOM 320) | |
| AMST 451 | Fashion and American Culture (prereq.: GE 4.B [Am. Hist.], POSC 100 or HONR 201B) | | MGMT 339 | Managing Operations (business major/minor-only co-reqs) | |
| CTVA 360 | Programming (prereq.: GE 4.B [Amer. Hist.]) | | MGMT 340 | Organizational Behavior (business major/minor-only co-reqs) | |
| CTVA 365 | Children's Television (prereq.: GE 4.A) | UD GE 4.U | MGMT 443 | Team Leadership Skills (MGMT 339, MGMT 340; COMM mjr or business mjr) | |

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).