

**B. A. IN COMMUNICATIONS, CONCENTRATION IN  
ADVERTISING**

**FALL 2025–LATER CATALOG YEARS**

REVISED 06/2025

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>				
	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.	
<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>				
	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
<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>				
	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.	
<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>				
<p>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.</p>				

## [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
<b>Arts</b>			<b>Marketing (cont'd)</b>		
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)	
<b>Writing</b>			MKTG 445	Global Marketing (MKTG 351)	
CPLT 315	Classical Mythology in World Literature (prereq.: GE 3.A or 3.B)	UD GE 3.U	MKTG 455	Digital Marketing (MKTG 351)	
ENGL 300	Analysis of Literary Forms		MKTG 462	Marketing for Entrepreneurs (MKTG 351)	
ENGL/LING 305	The English Language in America		MKTG 475	Export/Import Marketing Strategies (MKTG 351)	
ENGL 306	Intermediate Creative Writing (prereq.: GE 3.A or 3.B)	UD GE 3.U	MKTG 485	Multicultural Marketing (MKTG 351; sr. stndng)	
ENGL 404T	Advanced Creative Writing (ENGL 306)		<b>Management</b>		
<b>Marketing</b>			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)	
CPCSC 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).