

ADVERTISING

REVISED 08/2019

Completed	Course	Title	Prerequisites	Notes
[21 units] Communications Core Requirements				
Required Core Courses: Take all three of these courses				
<input type="checkbox"/>	COMM 233	Mass Communication in Modern Society (GE D.1)	none	"C" required
<input type="checkbox"/>	COMM 317	Digital Foundations	GE C.1 or C.2	
<input type="checkbox"/>	COMM 407	Communications Law	COMM 233; jr.	
Core Elective: Select one of the following courses				
<input type="checkbox"/>	COMM 300	Visual Communication (GE C [UD])	GE C.1 or C.2	"C" required
	COMM 310	Mass Media Ethics	jr.	
	COMM 315	Mass Media and Ethnic Groups	COMM 233	
	COMM 333	Mass Media Effects (GE D.4 [UD])	GE D.1	
	COMM 370	Principles and History of American Mass Communication (GE D.4 [UD]) (formerly 425)	GE D.1 (all mjrs) and pre- or co-req.: COMM 233 or 317 (COMM mjrs)	
	COMM 422	Communications Technologies	COMM 233	
	COMM 426	Global Media Systems	COMM 233; jr.	
	COMM 480	Persuasive Communications	COMM 233; jr.	
Principles Course: Take the following course				
<input type="checkbox"/>	COMM 350	Principles of Advertising	GE D.1 (all mjrs) and pre- or co-req.: COMM 233 or 317 (COMM mjrs)	"C" required
Capstone Course: Select one of the following courses				
<input type="checkbox"/>	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 [Irvine Center]: http://www.practicaladvantagecomm.org/)	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 requires fall and spring enrollment; instructor consent required; contact the instructor during early fall for more information)	COMM 350, 352 & 353 and consent repeatable once for non-major elec. credit (fall & spring enrollment typically required)	"C-" required
Internship Course: Take the following course				
<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)	
[18 units] Advertising Concentration Requirements				
Required Concentration Courses: Take all four of these courses				
<input type="checkbox"/>	COMM 351	Writing for the Advertising Industry [UDW]	ENGL 101	"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; jr.	"C" required
<input type="checkbox"/>	COMM 410	Principles of Communication Research	COMM 233; jr.	
Advertising Electives: Select two of the following courses, with at least one chosen from Section A				
Section A elective: Take at least one course from this section; you may take two Section A courses in lieu of Section B				
<input type="checkbox"/>	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				
<input type="checkbox"/>	COMM 361	Principles of Public Relations	GE D.1 (all mjrs) and pre- or co-req.: COMM 233 or 317 (COMM mjrs)	
	COMM 380	Interactive Media Design	COMM 317	
	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	
[= 39 units] 13 Total Communications Courses				
[+ 72 units] Courses outside of Communications (72 units must be completed outside the areas of the 'COMM' department, including non-major GE, collaterals, minor/second major, and/or free electives.)				
[+ 9 units] Additional COMM Courses to Earn 120 Minimum Units (Up to 9 units of additional COMM department coursework [beyond the 39 COMM units required for the major] may be taken as free electives to count toward the 120 minimum units required. Students are strongly encouraged to consider additional COMM coursework to further their development as media professionals and to enhance their digital media skills. [These units may be chosen from any department, however.]				
[= 120 units] Minimum Units Required for the B.A. Degree (Review your TDA and visit the College of Communications Student Success Center [CP-210; http://communications.fullerton.edu/advising/] to confirm overall unit requirements for graduation and TDA accuracy.)				

[12 units] 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:

- 1) **Collateral Courses:** Select four courses (12 units) from the below list of approved collateral courses; select ANY four courses from ANY category
- 2) **Minor or Double Major:** Completion of a minor or double major in any OTHER department
- 3) **Certificate:** Completion of one of the following certificates: 1) Digital Communications Media; 2) Photocommunications; 3) Radio-Audio; 4) Spanish for Hispanic Media

Collateral Course List: Select any four courses

'GE' Column: denotes courses that double-count with GE requirements (subject to change; double-check current GE statuses: http://www.fullerton.edu/undergraduate/general_education/index.php)

Fall 2018–Spring 2019 catalog years: GE C [UD] meets upper-division GE C.4; for **Fall 2019–later catalog years:** GE C [UD] meets upper-division GE C.3

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

Collateral Courses Approved for the Advertising Concentration

Course	Title	GE	Course	Title	GE
Arts			Marketing (cont'd)		
AMST 433	Visual Arts in Contemporary America (prereq.: GE D.2 or D.3)		HCOM 334	Persuasive Speaking	
ART 300	Writing in the Visual Arts (prereq.: ART 201A or 201B)		MKTG 351	Principles of Marketing (jr. stndng for non-business mjrs)	
ART 311	Foundations of Modern Art (jr.)	GE C (UD)	MKTG 370	Consumer Behavior (MKTG 351 pre- or co-req. for non-business mjrs)	
ART 312	Modern Art (ART 101, 201A or 201B)	GE C (UD)	MKTG 401	Professional Selling (jr. stndng for non-business mjrs)	
ART 323A/B	Graphic Design (ART 223A, 223B, 223C; 323B requires 323A)		MKTG 415	Managing the Sales Force (MKTG 351; jr. stndng for non-business mjrs)	
CTVA 361	American TV: Beginnings-1980 (prereq.: GE C.1 or C.2)		MKTG 425	Retail Marketing Strategy (MKTG 351; jr. stndng for non-business mjrs)	
CTVA 363	American TV: 1980-Present (prereq.: GE C.1 or C.2)		MKTG 430	Sports Marketing (MKTG 351; jr. stndng for non-business mjrs)	
PHIL 311	Aesthetics: Philosophy of Art and Beauty	GE C (UD)	MKTG 442	Sales and Consumer Product Strategies (MKTG 351)	
Writing			MKTG 445	Global Marketing (MKTG 351; jr. stndng for non-business mjrs)	
CPLT 315	Classical Mythology in World Literature	GE C (UD)	MKTG 455	Strategic Internet Marketing (MKTG 351; jr. stndng for non-business mjrs)	
ENGL 300	Analysis of Literary Forms		MKTG 462	Marketing for Entrepreneurs (MKTG 351; jr. stndng for non-business mjrs)	
ENGL/LING 305	The English Language in America		MKTG 475	Export/Import Marketing Strategies (MKTG 351; jr. stndng for non-business mjrs)	
ENGL 306	Intermediate Creative Writing	GE C (UD)	MKTG 485	Multicultural Marketing (MKTG 351; sr. stndng)	
ENGL 404T	Advanced Creative Writing (ENGL 306)		Management		
Marketing			HCOM 326	Organizational Communication Dynamics	
AMST 409	Consumer Culture (prereq.: GE D.2 or D.3)		HCOM 442	Applications of Intercultural Communications (HCOM 320)	
AMST 451	Fashion and American Culture (prereq.: GE D.2 or D.3)		MGMT 339	Managing Operations (COMM mjr or business mjr/minor)	
CTVA 360	Programming (prereq.: GE D.3)		MGMT 340	Organizational Behavior (COMM mjr or business mjr/minor)	
CTVA 365	Children's Television (prereq.: GE D.1)	GE C (UD)	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	GE D.4/Z* (UD)	HCOM 321	Latina/o Intercultural Communication (HCOM 100 or 102)	
AMST 300	Introduction to American Popular Culture	GE D.4 (UD)	HCOM 324	Communicating in Teams and Groups	
AMST 301	American Character	GE D.4/Z* (UD)	HCOM 325	Interviewing: Principles and Practices	
AMST 324	American Immigrant Cultures (prereq.: GE D.1)	GE C (UD)	HCOM 332	Processes of Social Influence	
AMST 345	The American Dream	GE C (UD)	HCOM 333	Communication in Business and the Professions	
AMST 395	California Cultures (prereq.: GE D.1)	GE D.4/Z* (UD)	HCOM 334	Persuasive Speaking (HCOM 100 or 102 or equiv., or consent)	
AMST 407	American Humor (prereq.: GE D.2 or D.3)		HCOM/LING 360	Nonverbal Communication (HCOM 100 or LING 106)	
ASAM/PSYC 346	Asian American Psychology	GE D.4/Z* (UD)	KNES/PUBH 342	Stress Management (prereq.: non-frosh and GE A.1 or A.2)	GE E
ASAM 360	Multiple Heritage Asian American and Pacific Islanders	GE D.4/Z* (UD)	PHIL 312	Business and Professional Ethics	GE C (UD)
CHIC 303	Chicano/Mexican Cultures (prereq.: GE D.1)	GE D.4/Z* (UD)	POSC 300	Contemporary Issues in California Government and Politics	GE D.4 (UD)
CPSC 313	The Computer Impact (jr.)	GE B.5 (UD)	POSC 448	Media and Politics	
CTVA 300	Language of Film		POSC/WGST 485	Women, Gender and Politics	GE D.4 (UD)
CTVA 301	Critical Studies: Cinema		PSYC 351	Social Psychology	GE D.4 (UD)
CTVA 302	Critical Studies: Television		PUBH 325	Consumer Health (prereq.: non-frosh and GE A.1 or A.2)	
CTVA 350	Story Structure (ENGL 101)		RLST 400	Religion, the Media and Contemporary Culture	
CTVA 362	Media Literacy (prereq.: GE C.1 or C.2)	GE E	SOCI 345	Sociology of Communication (prereq.: GE D.1)	
CTVA 480	Management in CTVA (prereq.: GE D.3)		SPAN 303	Writing for Hispanic Media (SPAN 301 and consent)	
ENGL 301	Advanced College Writing (ENGL 101)		SPAN 405	Spanish Editorial Convergence Model (SPAN 301 and consent)	
ENGL 303	The Structure of Modern English (jr.)		SPAN 465	Sociolinguistics of Hispanic Media (SPAN 301 and consent)	
FIN 310	Personal Financial Management (prereq.: GE B.4) If taken F'18 or later: GE B.5 (UD)		WGST 330	Women in Leadership (prereq.: GE C.2 or D.1)	GE E/Z*
HCOM 313	Interpersonal Communication Theory		WGST 420	Queer Theory (prereq.: GE C.2 or D.1)	
HCOM 320	Intercultural Communication	GE D.4/Z* (UD)			

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).
- **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.
- **Academic Advisement:** Faculty Advisement: office hour flyers available in the communications department (CP-400); College of Communications Student Success Center (CP-210): academic advisement for GE, major, overall degree requirements; TDA reviews, university policies, academic probation holds, grad check approvals. For hours of operation, visit <http://communications.fullerton.edu/advising/>.