

# B. A. IN COMMUNICATIONS, CONCENTRATION IN ADVERTISING

CATALOG YEARS FALL 2013 – LATER

REVISED 8/16

Completed	Course	Title	Prerequisites	Notes
<b>[6 units] Core Requirements: Take both of these courses</b>				
<input type="checkbox"/>	COMM 233	Mass Communication in Modern Society	GE D.1	"C" required
<input type="checkbox"/>	COMM 407	Communications Law	COMM 233, jr.	
<b>[3 units] Core Elective: Select one of the following courses</b>				
<input type="checkbox"/>	COMM 300	Visual Communication	GE C.1 or C.2	"C" required
	COMM 310	Mass Media Ethics	jr.	
	COMM 315	Mass Media and Ethnic Groups	COMM 233; jr.	
	COMM 333	Mass Media Effects	GE D.1, jr.	
	COMM 422	Communications Technologies	COMM 233	
	COMM 425	History and Philosophy of American Mass Communication	COMM 233, jr.	
	COMM 426	Global Media Systems	COMM 233; jr.	
	COMM 480	Persuasive Communications	COMM 233; jr.	
<b>[3 units] Breadth Requirement: Take the following course</b>				
<input type="checkbox"/>	COMM 410	Principles of Communications Research	COMM 233, jr.   strongly advised to take as early as possible	
<b>[18 units] Advertising Concentration Requirements: Take all six of these courses</b>				
<p>Concentration Course Prerequisite Sequence (consult with an advisor)</p> <pre> graph LR     C350[COMM 350] --&gt; C351[COMM 351]     C350 --&gt; C352[COMM 352]     C351 --&gt; C353[COMM 353]     C352 --&gt; C451[COMM 451 or 474]     C353 --&gt; C451     C352 --&gt; C495T[COMM 495T]     C353 --&gt; C495T     </pre>				
<input type="checkbox"/>	COMM 350	Principles of Advertising	none	"C" required
<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, ENGL 101 & jr.	"C" required
<input type="checkbox"/>	COMM 451A OR COMM 451B OR COMM 474	Capstone: Advertising Campaigns (select one: 451A, 451B or 474) COMM 451A: Capstone - Advertising/AAF Competition (consent required; contact instructor for details) COMM 451B: Capstone - Advertising Campaigns COMM 474: Capstone - ADV/PR/ETC Student Agency (formerly COMM 464A/451C [through SS'15]) (COMM 474: <i>Practical Advantage</i> : Irvine Campus student-run agency)	COMM 350, 352 & 353	"C" required
<input type="checkbox"/>	COMM 495T	Mass Media Internship information: <a href="http://communications.fullerton.edu/internship">http://communications.fullerton.edu/internship</a>	COMM 351, 352 & 353; jr.; 2.25 GPA in 1) CSUF, 2) COMM, 3) CUM	"CR/NC" grading spring, summer, fall
<b>[6 units] Advertising Electives: Select two courses; at least one must be 450 or higher</b>				
<input type="checkbox"/>	COMM 317	Digital Foundations	GE C.1 or C.2	
	COMM 361	Principles of Public Relations	jr.	
	COMM 380	Interactive Media Design	COMM 317	
	COMM 415T	Current Topics in Advertising (variable topics)	COMM 233 or 350 or 361	
	COMM 466T	Current Topics in Public Relations (e.g., Health PR, PR in Higher Ed.)	COMM 346 or 350 or 361; jr.   *NOT a 450/higher adv. elec.*	
	COMM 446	Entertainment and Society	COMM 346 or 350 or 361 or MGMT 365	
	COMM 450	Advertising and Brand Communication Management	COMM 350, 352 & 353	
	COMM 452	Advanced Media Strategy and Tactics	COMM 350 & 352	
	COMM 453	Advertising Creative Strategy and Execution II	COMM 350 & 353 and 317 (or instructor consent)	
	COMM 454	Advertising Media Sales	COMM 350 & 353	
	COMM 455	Internet Advertising and Promotional Communications	COMM 350, 352 & 353	
	COMM 456	Advertising Account Planning	COMM 353	
	COMM 457	Broadcast Advertising	COMM 350 & 353, jr.	
<b>[36 UNITS] 12 TOTAL COMMUNICATIONS COURSES</b>				

- COMM 317 and COMM 453 are highly recommended electives 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
- Student may need to be a declared communications major to enroll in select COMM courses: check the "Enrollment Requirements" description in the course details on Titan Online

## [12 units] COLLATERAL REQUIREMENT

To enhance learning, all communications majors are required to take 12 units (four courses) of supplementary, upper division courses in other departments. You may meet this requirement in ONE of the following ways:

<b>Collateral Courses</b>	Select four courses (12 units) from the list below of approved collaterals; select ANY four courses from ANY category. You may substitute other courses with advisor approval. You may be exempt from prerequisites with equivalent courses or with the consent of the instructor.
<b>Minor/Double Major</b>	Completion of a minor or double major in any OTHER department meets the collateral requirement. Consult the university catalog for minors and majors in other departments: <a href="http://catalog.fullerton.edu">http://catalog.fullerton.edu</a> .
<b>Hispanic Media Certificate</b>	'Spanish for Hispanic Media' is a five course (15 units) professional certificate designed to improve the Spanish language skills of bilingual students and enhance their cultural competency of the U.S. Latino population. Completion of the certificate will satisfy the collateral requirement. For more information, contact Inez Gonzalez, Latino Communications Initiative (LCI) Director: <a href="mailto:igonzalez@fullerton.edu">igonzalez@fullerton.edu</a> .

### Collateral List: Select any four courses

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

### Collateral Courses Approved for the Advertising Concentration

Arts		GE	Marketing		GE
<b>AMST 433</b>	Visual Arts in Contemporary America		<b>HCOM 334</b>	Persuasive Speaking (HCOM 102)	
<b>ART 300</b>	Writing in the Visual Arts (jr.)		<b>MKTG 351</b>	Principles of Marketing	
<b>ART 311</b>	Foundations of Modern Art (jr.)	C.3	<b>MKTG 370</b>	Consumer Behavior	
<b>ART 312</b>	Modern Art (jr.)	C.3	<b>MKTG 401</b>	Professional Selling (MKTG 351)	
<b>ART 323A/B</b>	Graphic Design (ART 223A, B, C or equiv.)		<b>MKTG 425</b>	Retail Marketing Strategy (MKTG 351)	
<b>ART 338A/B</b>	Creative Photography (ART 103; ART major)		<b>CTVA 360</b>	Radio and TV Programming	
<b>ART 439</b>	Creative Photo Studio Projects (ART 338 A/B; ART major)		<b>CTVA 365</b>	Children's Television	D.5
<b>CTVA 371</b>	Contemporary American Film		<b>Management</b>		
<b>Writing</b>			<b>BUAD 301</b>	Advanced Business Communication (CBE major)	
<b>CPLT 315</b>	Classical Mythology in World Literature (jr.)	C.3	<b>HCOM 324</b>	Communicating in Teams and Groups	
<b>ENGL 300</b>	Analysis of Literary Forms		<b>HCOM 326</b>	Organizational Communication Dynamics	
<b>ENGL 305</b>	The English Language in America		<b>MGMT 339</b>	Principles of Management and Operations	
<b>ENGL 306</b>	Intermediate Creative Writing	C.3	<b>MGMT 340</b>	Organizational Behavior	
<b>ENGL 404T</b>	Advanced Creative Writing (ENGL 306)		<b>MGMT 443</b>	Team Leadership Skills	

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

<b>AFAM 335</b>	History of Racism	D.5/Z*	<b>HCOM 333</b>	Communication in Business and the Professions	
<b>AMST 300</b>	Introduction to American Popular Culture	D.5	<b>PHIL 312</b>	Business and Professional Ethics (jr.)	C.3 or E
<b>AMST 301</b>	American Character	D.5/Z*	<b>POSC 300</b>	Contemporary Issues in California Government & Politics	D.5
<b>CPRL 400</b>	Religion, Media and Contemporary Culture		<b>POSC 448</b>	Media and Politics (POSC 100)	
<b>CPSC 313</b>	The Computer Impact (jr.)	B.5	<b>PSYC 351</b>	Social Psychology (PSYC 101)	D.5
<b>ENGL 301</b>	Advanced College Writing (ENGL 101)		<b>CTVA 300</b>	Language of Film (prereq. = GE A.3)	
<b>ENGL 303</b>	The Structure of Modern English (jr.)		<b>CTVA 350</b>	Story Structure (ENGL 101)	
<b>HCOM 320</b>	Intercultural Communication	D.5/Z*	<b>CTVA 480</b>	Management in RTVF (prereq. = GE D.4)	
<b>HCOM 325</b>	Interviewing: Principles and Practices		<b>SOCI 345</b>	Sociology of Communication (SOCI 101)	

**GE:** denotes collaterals that double count with General Education categories (double-check current GE status for courses on Titan Online) | **Prerequisites:** these are indicated in parentheses ( )

### IMPORTANT ADVISING NOTES

- **DEGREE:** 36 comm major + 72 outside comm (GE and collateral/minor/double major courses count here) + 12 additional = 120 units (minimum). Up to 12 units (four courses) of additional 'COMM' courses may be taken to meet the '12 Additional Units to meet the 120-Unit Requirement' on the Titan Degree Audit (TDA). Students are strongly encouraged to choose additional COMM courses to further their professional media skills. To clarify remaining elective units, visit the College of Communications Advising and Student Success Center (CP-650-26).
- **"C" REQUIREMENT:** Students must earn an overall GPA of 2.00 ("C") 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.
- **GRAD CHECK:** Grad check procedures and eligibility information: <http://www.fullerton.edu/admissions/CurrentStudent/Graduation.asp>
- **ACADEMIC ADVISEMENT:** Faculty Advisement: office hour flyers available in the communications department (CP-400); College of Communications Advising and Student Success Center (CP-650-26); walk-in advisement for GE, major, degree requirements, TDA reviews, university policies/procedures and grad check approvals: <http://communications.fullerton.edu/advising>.