B.A. IN COMMUNICATIONS, CONCENTRATION IN ADVERTISING

Revised 1/5/2009

Core Requirements (4 classes = 12 units)

Core Requirements: Take all three of these classes (3 classes = 9 units)

		Prerequisites	Met	In Progress	Take
233	Mass Communication in Modern Society {CAN JOUR 4}	GE IIIC1	☐	☐	☐
407	Communications Law	233, jr.	☐	☐	☐
425	History & Philosophy of American Mass Communication	233, jr.	☐	☐	☐

Core Elective: Select any one of these classes (1 class = 3 units)

300	Visual Communication	GE IIIB1 or IIIB2	☐	☐	☐
310	Mass Media Ethics	jr.	☐	☐	☐
315	Mass Media & Ethnic Groups	233	☐	☐	☐
333	Mass Media Effects	GE IIIC1, jr.	☐	☐	☐
410	Principles of Communications Research *	233, jr.	☐	☐	☐
422	Communications Technologies	233	☐	☐	☐
426	Global Media Systems	233, jr.	☐	☐	☐
480	Persuasive Communications	233, jr.	☐	☐	☐

Concentration Requirements (8 classes = 24 units)

Take all six of these classes (6 classes = 18 units)

350	Principles of Advertising		☐	☐	☐
351	Writing for Advertising [UDW]	ENGL 101	☐	☐	☐
352	Advertising Media	350, jr.	☐	☐	☐
353	Advertising Creative Strategy and Execution I	ENGL 101, 350, jr.	☐	☐	☐
451	(A=AAF, B=local, C=Titan) Advertising Campaigns (Inst. consent for A)	350, 352, 353	☐	☐	☐
495	Mass Media Internship (https://commrtvfinternship.fullerton.edu)	350, 351, 352, 353, sr.	☐	☐	☐
	(Must meet online application deadlines; see website for information)	CSUF & CUM GPA 2.25+			

Select any two of these electives (2 classes = 6 units) at least one of which is 450 or higher

317	Digital Foundations (previous title: Multimedia Production)	GE IIIB1 or IIIB2	☐	☐	☐
358	Graphics Communications	jr.	☐	☐	☐
361	Principles of Public Relations	jr.	☐	☐	☐
380	Interactive Media Design (previous title: Web Design & Production)	jr.	☐	☐	☐
410	Principles of Communications Research *	233, jr.	☐	☐	☐
415T	Current Issues in Advertising	233 or 350 or 361	☐	☐	☐
446	Entertainment and Society	233 or 346	☐	☐	☐
450	Advertising and Brand Communication Management	350, 352, 353	☐	☐	☐
452	Advanced Media Strategy and Tactics	350, 352	☐	☐	☐
453	Advertising Creative Strategy and Execution II	350, 353, 358	☐	☐	☐
454	Advertising Media Sales	350 & 353 OR 332 & 217 or 358 OR MKTG 351 & UD graphics	☐	☐	☐
455	Internet Advertising and Promotional Communications	350, 352, 353	☐	☐	☐
456	Advertising Account Planning	353, 410	☐	☐	☐

*(*COMM 410 can only count ONCE, either as a core or a concentration elective.)*

Under special circumstances, you may substitute other COMM classes with written approval from a concentration advisor.

_____	☐	☐	☐
_____	☐	☐	☐

See an advertising faculty advisor to discuss an available list of recommended courses to match your career interests.

Total (12 classes = 36 units)

COLLATERAL REQUIREMENTS

To enhance learning, all Communications majors are required to take at least **12 units** (4 courses) of supplementary, upper division courses in other departments. You may meet this requirement in ONE of the following three ways:

- **Collateral courses.** Take a minimum of 4 classes (12 units) from the list below of approved collaterals; take ANY four classes from ANY category. You may substitute other courses with written approval from an advisor. You may be exempt from prerequisites with equivalent courses or with the consent of the instructor for a particular class.
- **Minor or double major.** A minor or double major in any OTHER department meets the collateral requirement, if it includes at least 12 units of UPPER DIVISION coursework. Consult the catalog for minors and majors in other departments. Note: you may NOT minor in another concentration in the Department of Communications.
- **Teaching credential.** Any 12 units of UPPER DIVISION coursework taken as prerequisites or in preparation for a teaching credential meet the collateral requirement. For a list of classes, contact the Center for Careers in Teaching, H-113, 714-278-7130, askcct@fullerton.edu, http://www.fullerton.edu/cct/.

Collaterals Approved for ADVERTISING

(*Prerequisites* are in parentheses.) [*GE courses* are in brackets and in bold; cultural diversity GE courses are marked with an asterisk. (*)]
Underlined courses meet the department's *Liberal Arts and Sciences* requirement (See "Degree" section under Important Notes).

ARTS

- ☐ AMST 433 Visual Arts in Contemporary America (201 or GE IIB1)
- ☐ ART 300 Writing in the Visual Arts (jr.)
- ☐ **ART 311 Foundations of Modern Art (jr.) [GE IIIB3]**
- ☐ **ART 312 Modern Art (jr) [GE IIIB3]**
- ☐ ART 323A/B Graphic Design (223A,B,C or equiv.)
- ☐ ART 338A/B Creative Photography (103, B requires A)
- ☐ ART 439 Creative Photo Studio Projects (338 A/B)
- ☐ ART 483E Computer Assisted Graphics (323A or 363A; inst. consent)
- ☐ RTVF 371 Contemporary American Film (prereq = GE IIIB1 or IIIB2)

MANAGEMENT

- ☐ BUAD 301 Advanced Business Communication (201, ENGL 101, ISDS 265)
- ☐ HCOM 324 Small Group Communication (100 or 200)
- ☐ HCOM 326 Organizational Communication Dynamics (100 or 200)
- ☐ MGMT 339 Principles of Management & Operations (BUAD 301, co = ISDS 361A)
- ☐ MGMT 340 Organizational Behavior (prereq = GE IIIC2)
- ☐ MGMT 443 Team Leadership Skills (339, 340)

MARKETING

- ☐ HCOM 334 Persuasive Speaking (102)
- ☐ MKTG 351 Principles of Marketing (ECON 202, co = BUAD 301, ISDS 361A)
- ☐ MKTG 370 Consumer Behavior (BUAD 301, co = MKTG 351)
- ☐ MKTG 401 Professional Selling (351)
- ☐ MKTG 425 Retail Marketing Strategy (351)
- ☐ ISDS 361A Quantitative Business Analysis: Probability & Statistics (265, MATH 135, co = BUAD 301)
- ☐ RTVF 360 Radio & TV Programming (100 or COMM 233)
- ☐ **RTVF 365 Children's Television [GE IIIC2]**

WRITING

- ☐ ART 300 Writing in the Visual Arts (jr.)
- ☐ **CPLT 315 Classical Mythology in World Literature (jr) [GE IIIB3]**
- ☐ ENGL 300 Analysis of Literary Forms
- ☐ ENGL 305 The English Language in America
- ☐ **ENGL 306 Intermediate Creative Writing [GE IIIB3]**
- ☐ ENGL 404T Advanced Creative Writing (306)

Collaterals Approved for ALL Concentrations

- ☐ **AFRO 335 History of Racism [GE IIIC2, V*]**
- ☐ **AMST 300 Intro to American Popular Culture [GE IIIC2]**
- ☐ **AMST 301 American Character [GE IIIC2, V*]**
- ☐ CPRL 400 Religion, Media & Contemporary Culture (AMST 201 or COMM 233 or HIST 180 or CPRL 110)
- ☐ **CPSC 313 The Computer Impact [GE IIIA3]**
- ☐ ENGL 301 Advanced College Writing (101)
- ☐ ENGL 303 The Structure of Modern English (jr.)
- ☐ **HCOM 320 Intercultural Communication (100) [GE IIIC2, V*]**
- ☐ HCOM 325 Interviewing: Principles & Practices (100)
- ☐ HCOM 333 Communication in Business & Industry (100 or 200)
- ☐ **PHIL 312 Business & Professional Ethics (jr.) [GE IIIB3 or IV]**
- ☐ **POSC 300 Contemporary Issues in California Government & Politics (100) [GE IIIC2]**
- ☐ POSC 448 Media & Politics
- ☐ **PSYC 351 Social Psychology (101) [GE IIIC2]**
- ☐ RTVF 300 Language of Film
- ☐ RTVF 350 Story Structure (ENGL 101)
- ☐ RTVF 480 Management in RTVF (100 waived for COMM)
- ☐ SOCI 345 Sociology of Communication (101)

Important Notes

• **{CAN}** = course satisfies California articulation number indicated. **[UDW]** = class satisfies course component of university's upper division writing requirement.
• **GENERAL EDUCATION [GE]**. Communications GE courses (Comm 233, 300, 317, 333, 425) may NOT be used by Communications majors to fulfill GE requirements; however, collateral courses that are designated GE courses are permitted to double count to fulfill both requirements. GE advising: www.fullerton.edu/aac
• **TRANSFER**. If you are transferring a course equivalent to COMM 101, 201, 202, 217, or 233, check to see if the equivalency/final grade is documented on your Titan Degree Audit. If not, please submit documentation of this (e.g., copy of transcript, grade report) to the Department of Communications, CP-400, at least 3-5 days PRIOR to enrollment. For CA community college equivalencies, check www.assist.org; non-articulated courses may be equated with faculty advisor approval.
• **GRAD CHECK**. Grad check procedures and eligibility information: http://www.fullerton.edu/admissions/CurrentStudent/Graduation.asp (1) Apply for graduation one year in advance of your anticipated graduation date (apply online via your Student Center). (2) Check your TDA Degree Checkout process status on the top of your TDA and in the "To Do" box in your online Student Center; also, regularly check your CSUF e-mail address for updates. (3) At any point in the process, seek out any advisement necessary for GE (www.fullerton.edu/aac) or your major. (4) The graduation application fee must be paid to advance to graduation "candidate" status.
• **"C" MAJOR REQUIREMENT**. Communications majors must earn an overall GPA of "C" (2.00) or better in the major and earn a "C" or better in all major classes that are prerequisites for other courses. Additionally, students must earn a "C" or better in at least one upper division writing (UDW) course.
• **DEGREE**. The B.A. in Communications requires 120 units (see your Titan Degree Audit as a tool to track your unofficial degree completion status):

36 in COMM + 80 UNITS OUTSIDE COMM *(65=LIBERAL ARTS/SCIENCES + 15 OTHER OUTSIDE COMM)* + 4 ADDITIONAL = 120 UNITS

All Communications majors must take at least 80 units outside of COMM. Of the 80, at least 65 must be Liberal Arts & Sciences. Also, across all courses, at least 40 units must be upper division (300 to 400-level). List of approved liberal arts courses: http://communications.fullerton.edu/advisement.center/deptcom.html#liberalarts.