

**Bachelor of Science (BS)**  
**Degree Code 507 A**  
**Non-Teaching**

**Program of Study for**  
**Communication Majors**  
**Advertising**

**I. GENERAL EDUCATION ..... 44**  
 (ECO 2030 and ENG 2170 if taken for the major may count toward General Education if completing a theme).

**II. MAJOR REQUIREMENTS ..... 60**  
**An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian.**

**Junior Writing in the Discipline (WID) \_\_\_\_\_ & Senior Capstone Experience (CAP) \_\_\_\_\_ must be met.**

**Core Courses (12 sh) (A 2.0 GPA is required in the core courses)**

- COM 1200 \_\_\_\_\_ (3) Foundations of Human Communication
- COM 2101 \_\_\_\_\_ (3) Public Speaking
- COM 2300 \_\_\_\_\_ (3) Introduction to Mass Communications (Prerequisite: COM 1200 or permission of the instructor)
- COM 2310 \_\_\_\_\_ (3) Communication Ethics (Prerequisite: COM 1200 or permission of the instructor)

**Major Courses (30 sh)**

- COM 2700 \_\_\_\_\_ (3) Foundations of Advertising (Prerequisite: COM 2300)
- COM 3155 \_\_\_\_\_ (3) Persuasion (WID) (Prerequisites: COM 1200, COM 2101 or permission of the instructor)
- COM 3200 \_\_\_\_\_ (3) Internet Communication
- OR
- IDS 3250 \_\_\_\_\_ (3) Internet Studies
- COM 3305 \_\_\_\_\_ (3) Communication Law (Prerequisite: COM 2300 or permission of the instructor)
- COM 3928 \_\_\_\_\_ (3) Communication Research Methods (Prerequisite: Jr/Sr standing or permission of the instructor)
- COM 4040 \_\_\_\_\_ (3) International Advertising (Prerequisite: COM 2700 or permission of the instructor)
- COM 4400 \_\_\_\_\_ (3) Advertising Campaigns (CAP) (Prerequisite: Senior standing, COM 2700, and either 3302 or 3640 or permission of the instructor)
- ECO 2030 \_\_\_\_\_ (3) Principles of Economics Price Theory (Gen Ed: Historical & Social Perspective)
- MKT 3050 \_\_\_\_\_ (3) Principles of Marketing (“C” minimum required) (Prerequisite: ECO 2030)
- MKT 4610 \_\_\_\_\_ (3) Consumer Behavior (Prerequisite: MKT 3050 with a “C” minimum grade)

**Sequence Selection: Choose one of the following three emphases totaling 12 sh**

**Business w/Non-Business Minor or w/General Business Minor**

- COM 3640 \_\_\_\_\_ (3) Media Planning
- COM 4300 \_\_\_\_\_ (3) Media Sales
- COM 3152 \_\_\_\_\_ (3) Com. In Orgnz.
- Or
- COM 3182 \_\_\_\_\_ (3) Orgnz. Com. Simul
- MKT 3240 \_\_\_\_\_ (3) Intg. Mkt. Comm.

**Business w/Marketing Minor**

- COM 3640 \_\_\_\_\_ (3) Media Planning
- COM 4300 \_\_\_\_\_ (3) Media Sales
- COM 3152 \_\_\_\_\_ (3) Com. In Orgnz.
- Or
- COM 3182 \_\_\_\_\_ (3) Orgnz. Com. Simul
- MGT 3010 \_\_\_\_\_ (3) Survey Management

**Creative Emphasis**

- COM 2618 \_\_\_\_\_ (3) Intro. Media Publishing
- COM 3010 \_\_\_\_\_ (3) Media Graphics
- Or
- COM 3320 \_\_\_\_\_ (3) Digital Media Production
- Or
- GRA 3102 \_\_\_\_\_ (3) Electron Imaging
- COM 3302 \_\_\_\_\_ (3) Cpywriting for Adv (WID)
- GRA 3512 \_\_\_\_\_ (3) Web Dev Graphic Comm

**Choose 6 sh from the following electives in consultation with your advisor to complete the major**

- |  |  |
|--|--|
| COM 2110 _____ (3) Intro to Non-Verbal Communication                   | ENG 2170 _____ (3) Introduction to Film (Gen Ed.: Aesthetic Perspective) |
| COM 2121 _____ (3) Interpersonal Communication                         | ENG 3090 _____ (3) Introduction to Professional Writing                  |
| COM 2600 _____ (3) Introduction to Journalism                          | ENG 3100 _____ (3) Business Writing (Preq: ENG 1000)                     |
| COM 3010 _____ (3) Media Graphics (Preq: COM 2618)                     | GRA 3102 _____ (3) Electronic Imaging                                    |
| COM 3100 _____ (3) Interview Tech(Preq: Jr/Sr standing or instr. perm) | GRA 3512 _____ (3) Web Development for Graphic Com,                      |
| COM 3124 _____ (3) Intercultural Communication                         | GRA 4512 _____ (3) Advanced Electronic Imaging                           |
| COM 3152 _____ (3) Communication in Organizations                      | HOS 2000 _____ (3) Survey of Hosp./Tourism Industry                      |
| COM 3300 _____ (3) Mass Media & Society                                | MGT 3060 _____ (3) Introduction to Organizational Behavior               |
| COM 3302 _____ (3) Copywriting for Advertising (WID)                   | MKT 3052 _____ (3) Professional Selling (Preq: MKT 3050 “C” min)         |
| COM 3320 _____ (3) Digital Media Production                            | MKT 3240 _____ (3) Integrated Marketing Communications                   |
| COM 3530-3549 _____ (3) Selected Topics                                | PSY 2402 _____ (3) Social Psychology (Preq: PSY 1200)                    |
| COM 3915 _____ (3) Career Connections                                  | SOC 3750 _____ (3) Propaganda, Media & Society                           |
| COM 4420 _____ (3) Converged Media (Preq: COM 2610, 3302, 3618)        | SOC 4750 _____ (3) Social Stratification                                 |
| C I _____ (3) Advanced Video Production (selected topics)              |  |
| CIS 1026 _____ (3) Personal Computing Effectiveness                    |  |

**III. MINOR REQUIRED ..... 12 – 24**  
**9 sh of a minor must be completed at Appalachian. Suggested minors include: Art, English, General Business, International Business, Marketing, Political Science, Psychology, and Sociology.**

**IV. FREE ELECTIVES ..... 2 – 12**  
**3 sh of free electives outside the major discipline are required. 122 - 124**

Students must apply to be a COM major. Deadline to submit “Application for Admission” form is October 1 and February 15. Once accepted, a student must still fill out the “Declaration of Major” form and submit it to the Dean’s Office for processing.

Major requirements that may count toward Gen Ed:	
ECO 2030 (3)	Historical & Social Perspective
ENG 2170 (3)	Aesthetic Perspective
Total Major Hrs:	60
Gen Ed:	- 6
Net Major Hrs:	54