

Suggested Arrangement of Courses, Advertising (BSAdv)

Four-year degree suggestion (for planning purposes only).

Currently enrolled students should meet with their academic advisor.

Course categories: Core, General Education, Major, Elective, Opportunity

Core Component Areas: ⁰¹⁰ English Composition and Core Writing Flag; ⁰²⁰ Mathematics; ⁰³⁰ Natural Science and Technology, Part I; ⁰⁴⁰ Humanities; ⁰⁵⁰ Visual and Performing Arts; ⁰⁶⁰ U.S. History; ⁰⁷⁰ American and Texas Government; ⁰⁸⁰ Social and Behavioral Sciences; ⁰⁹⁰ First-Year Signature Course; ⁰⁹³ Natural Science and Technology, Part II

Skills and Experience Flags: ^{Wr} Writing; ^{QR} Quantitative Reasoning; ^{GC} Global Cultures; ^{CD} Cultural Diversity; ^E Ethics; ^{II} Independent Inquiry

[Undergraduate Degree Program listing](#)

First Year					
First Term	Hours	Second Term	Hours	Summer Term	Hours
COM 301E (General Education)	3	ADV 318J (Major)		3 Study Abroad (Opportunity)	
Natural Science and Technology, Part I (Core) ⁰³⁰	3	U.S. History (Core) ^{060, CD}		3 Internship (Opportunity)	
RHE 306 (Core) ⁰¹⁰	3	Social and Behavioral Sciences (Core) ⁰⁸⁰	3		
ADV course (Major)	3	Visual and Performing Arts (Core) ⁰⁵⁰	3		
UGS 302 or 303 (Core) ^{090, Wr}	3	Natural Science and Technology, Part I (Core) ⁰³⁰	3		
		Maymester (Opportunity)			
	15		15		0
Second Year					
First Term	Hours	Second Term	Hours	Summer Term	Hours
COM 302E (General Education)	3	ADV 353 (Major) ^E		3 Study Abroad (Opportunity)	
ADV 309R (Core, Major) ^{020, QR}	3	Business course (Major)		3 Internship (Opportunity)	
ADV 325 (Major)	3	U.S. History (Core) ⁰⁶⁰		3 UTLA/UTNY program (Opportunity)	
Foreign Language (General Education)	6	Foreign Language (General Education)	6		
	15		15		0
Third Year					
First Term	Hours	Second Term	Hours	Summer Term	Hours
Natural Science and Technology, Part II (Core) ⁰⁹³	3	MKT 320F (Major)		3 Study Abroad (Opportunity)	
GOV 310L (Core) ⁰⁷⁰	3	E 316L, 316M, 316N, or 316P (Core) ⁰⁴⁰		3 Internship (Opportunity)	
ADV 345J (Major) ^{Wr}	3	Upper-division Business course (Major)		3 UTLA/UTNY program (Opportunity)	
Foreign Language (General Education)	3	Upper-division ADV course (Major)	3		
Free Elective (Elective) ^{GC}	3	ADV 344K (Major)	3		
	15		15		0
Fourth Year					
First Term	Hours	Second Term	Hours	Summer Term	Hours
ADV 370J (Major) ^{Wr}	3	ADV 373 (Major) ^{II}		3 Internship (Opportunity)	
ADV 350 (Major)	3	Upper-division ADV course (Major)	3		
GOV 312L (Core) ⁰⁷⁰	3	Upper-division ADV course (Major)	3		
Business course (Major)	3	Non-ADV Electives (Elective)	6		
Free Elective (Elective)	3				
	15		15		0
Total credit hours: 120					