

Bachelor of Science in Advertising

To be awarded the degree of Bachelor of Science in Advertising, the candidate must complete 120 semester hours of coursework and must fulfill the University's [General Requirements](#) for graduation, the [Core Curriculum](#) requirements, the college graduation requirements, the requirements and policies listed in Academic Policies and Procedures, and the requirements given in Degree Requirements Common to All Moody Majors, Major Requirements, and Special Requirements of the Major, below.

A candidate for a degree must have an officially declared major in the Moody College of Communication at the time the degree is awarded.

Degree Requirements Common to All Moody Majors

- a. Core curriculum[†]
- b. Six semester hours of coursework focusing on communication foundations: Communication 301E and 302E
- c. Students must satisfy a language and culture requirement in one of the following ways: (a) Demonstrating intermediate proficiency in a single language other than English; (b) Demonstrating beginning-level proficiency in a language other than English and taking one approved culture course in a culture that is relevant to the language. A list of approved culture and language courses and combinations is posted on the Student Advising website. An extensive language testing program is available at the University. Students with knowledge of a language other than English are encouraged to take appropriate tests both to earn as much credit as possible and to be placed at the proper level for further study. Students should consult with an academic advisor for information on testing.
- d. Enough additional coursework to make a total of 120 semester hours.

Major Requirements

At least 39, but no more than 45, semester hours of advertising, of which at least 24 hours must be upper-division. The following courses are required:

- a. Advertising 305
- b. Advertising 309R
- c. Advertising 325
- d. Advertising 344K
- e. Advertising 345J
- f. Advertising 350, 650, or 468L
- g. Advertising 353
- h. Advertising 370J
- i. Advertising 373
- j. 12 additional hours of non-internship advertising coursework, nine of which must be upper-division.

The following courses are also required:

- k. Marketing 320F or 337

Special Requirements of the Major

To enroll in most upper-division courses in the Stan Richards School, a student must have completed Advertising 305 with a grade of at least C-.

Advertising majors must complete Advertising 305, 309R, 370J, and 373 in residence.

A student may not earn both the Bachelor of Science in Advertising and the Bachelor of Science in Public Relations.

Some students may wish to apply to a competitive elective sequence; these sequences require consent to enroll.

Because prerequisites are subject to change, students should consult the [Course Schedule](#) before registering.

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- † Effective April 2025, UT Austin no longer requires Skills and Experience flags.