

Suggested Arrangement of Courses, Advertising (BSAdv)

Requirements		Hours
1st Semester		
COM 301E	Introduction to Communication Foundations (General Education)	3
Natural Science and Technology, Part I (Core) ⁰³⁰		3
RHE 306	Rhetoric and Writing (Core) ⁰¹⁰	3
ADV 305	Fundamentals of Advertising (Major)	3
UGS 302	First-Year Signature Course (Core) ⁰⁹⁰	3
or UGS 303	First-Year Signature Course	
2nd Semester		
ADV 309R	Introduction to Advertising and Public Relations Research (Core, Major) ⁰²⁰	3
U.S. History (Core) ⁰⁶⁰		3
Social and Behavioral Sciences (Core) ⁰⁸⁰		3
Visual and Performing Arts (Core) ⁰⁵⁰		3
Natural Science and Technology, Part I (Core) ⁰³⁰		3
3rd Semester		
COM 302E	Interdisciplinary Communication Foundations (General Education)	3
ADV course (Major)		3
ADV 325	Introduction to Advertising Creativity (Major)	3
Foreign Language (General Education)		6
4th Semester		
ADV 353	Advertising and Public Relations Law and Ethics (Major)	3
Free Elective (Elective)		3
U.S. History (Core) ⁰⁶⁰		3
Foreign Language (General Education)		6
5th Semester		
Natural Science and Technology, Part II (Core) ⁰⁹³		3
GOV 310L	American and Texas Government (Core) ⁰⁷⁰	3
ADV 345J	Advertising and Public Relations Media Planning (Major)	3
Foreign Language (General Education)		3
Free Elective (Elective)		3
6th Semester		
MKT 320F	Foundations of Marketing (Major)	3
E 316L	British Literature (Core) ⁰⁴⁰	3
or E 316M	American Literature	
or E 316N	World Literature	
or E 316P	Masterworks of Literature	
Free Elective (Elective)		3
Upper-division ADV course (Major)		3
ADV 344K	Advertising and Public Relations Research (Major)	3

7th Semester		
ADV 370J	Integrated Communications Management (Major)	3
ADV 350	Advertising Internship (Major)	3
GOV 312L	Issues and Policies in American Government (Core) ⁰⁷⁰	3
Free Elective (Elective)		6
8th Semester		
ADV 373	Integrated Communications Campaigns (Major)	3
Upper-division ADV course (Major)		3
Upper-division ADV course (Major)		3
Non-ADV Electives (Elective)		6
Total Hours		120

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 Communication; 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

Undergraduate Degree Program listing

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