

Advertising (BSAdv)

Total Hours Required: 120

Plan of Study

The Plan of Study is a suggested four-year course sequence to support academic planning and serves as a helpful guide. Currently enrolled students should meet with their academic advisor to tailor their course selections and timelines to their individual goals and circumstances.

Course	Title	Hours
Year 1		
Semester 1		
COM 301E	Introduction to Communication Foundations	3
<u>Natural Science and Technology, Part I (030)</u>		3
RHE 306	Rhetoric and Writing	3
ADV 305	Fundamentals of Advertising	3
<u>First-Year Signature Course (090)</u>		3
Hours		15
Semester 2		
ADV 309R	Introduction to Advertising and Public Relations Research	3
<u>U.S. History (060)</u>		3
<u>Social and Behavioral Sciences (080)</u>		3
<u>Visual and Performing Arts (050)</u>		3
<u>Natural Science and Technology, Part I (030)</u>		3
Hours		15
Year 2		
Semester 1		
COM 302E	Interdisciplinary Communication Foundations	3
ADV course		3
ADV 325	Introduction to Advertising Creativity	3
Language, Communication, and Culture		6
Hours		15
Semester 2		
ADV 353	Advertising and Public Relations Law and Ethics	3
Free Elective		3
<u>U.S. History (060)</u>		3
Language, Communication, and Culture		6
Hours		15
Year 3		
Semester 1		
<u>Natural Science and Technology, Part II (093)</u>		3
ADV 345J	Advertising and Public Relations Media Planning	3
<u>American and Texas Government (070)</u>		3
Language, Communication, and Culture		3
Free Elective		3
Hours		15
Semester 2		
MKT 320F	Foundations of Marketing	3
<u>Humanities (040)</u>		3
Free Elective		3
Upper-division ADV course		3
ADV 344K	Advertising and Public Relations Research	3
Hours		15
Year 4		
Semester 1		
ADV 370J	Integrated Communications Management	3
ADV 350	Advertising Internship	3
Free Elective		3
<u>American and Texas Government (070)</u>		3
Free Elective		3
Hours		15

Semester 2		
ADV 373	Integrated Communications Campaigns	3
Upper-division ADV course		3
Upper-division ADV course		3
Non-ADV Elective		3
Non-ADV Elective		3
Hours		15
Total Hours		120

Requirements

All requirements are listed below, starting with the most specialized moving to the most general. Additional requirements may follow the table, so be sure to read the entire page. Some required courses listed below may also satisfy [General Education](#) requirements, including [Core Curriculum](#).

Code	Title	Hours
Major		
ADV 305	Fundamentals of Advertising	3
ADV 309R	Introduction to Advertising and Public Relations Research	3
ADV 325	Introduction to Advertising Creativity	3
ADV 344K	Advertising and Public Relations Research	3
ADV 345J	Advertising and Public Relations Media Planning	3
Hours chosen from:		3
ADV 350	Advertising Internship	
ADV 650	Advertising Internship	
ADV 468L	Portfolio III	
ADV 353	Advertising and Public Relations Law and Ethics	3
ADV 370J	Integrated Communications Management	3
ADV 373	Integrated Communications Campaigns	3
Hours chosen from: Non-internship ADV (9 hours must be upper-division)		12

(These hours may be fulfilled or partly fulfilled by completing one of the elective initiatives listed below. Application and approval are required to enroll in an elective initiative sequence):

Texas Creative:

ADV 343K Portfolio I

ADV 338L Copywriting

or ADV 347C Art Direction

ADV 368K Portfolio II

ADV X68L Portfolio III

Texas Media and Analytics

ADV 377.1 Advanced Media Strategies

ADV 377M.9 Media Investments

ADV 377M.9 Media Investments

Texas Immersive

ADV 365 Audience Development and Engagement

ADV 367 Experimental Storytelling

ADV 364 Immersive Experiences

MKT 320F	Foundations of Marketing	3
or MKT 337 Principles of Marketing		

Subtotal 42

Free electives: Additional coursework to reach total hours required. 24

Subtotal 24

General Education

Core Curriculum 42

Foreign Language other than English, Beginning Proficiency

<i>Subtotal</i>	<i>42</i>
<u>College Requirements - Communication</u>	<u>12</u>
<u>General University Requirements</u>	
Total Hours	120

Additional Requirement and Policies

- At least 39, but no more than 54, semester hours of advertising are required, of which at least 24 hours must be upper division.
- To enroll in most upper-division courses in the Stan Richards School, a student must have completed ADV 305 with a grade of at least C-.
- ADV 305 and ADV 318J may not both be counted towards the degree.
- Advertising majors must complete ADV 305, ADV 309R, ADV 370J, and ADV 373 in residence.
- A student may not earn both the Bachelor of Science in Advertising and the Bachelor of Science in Public Relations.
- A candidate for a degree must have an officially declared major in the Moody College of Communication at the time the degree is awarded."