



Major in Advertising

Branding Track

School of Journalism & Broadcasting
Potter College of Arts & Letters
Western Kentucky University

Four-Year Academic Degree Path

Catalog year 2014

The following four-year plan is an example of how to map your program in consultation with your advertising faculty advisor. A minor in marketing is recommended to complement the Branding Track. Every student will finish with a unique plan of his/her own depending on the minor area of study and electives selected.

Admission: Students wishing to enter the major in advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:

1. Completion of a minimum of 24 hours of course work applicable to a baccalaureate degree;
2. A minimum overall grade point average of 2.5;
3. Completion of ENG 100 with a grade of 'C' or better and nine additional hours in the General Education Program;
4. Completion of the following courses with a grade of 'C' or better: SJB 101, 102, 103, and AD 341.

Students not meeting the above admission requirements will not be admitted to the advertising major and cannot register for any additional courses in the major.

CURRICULUM: The major in advertising (reference number 727) requires 36 to 37 semester hours and leads to a Bachelor of Arts degree. No course with a grade of "D" or below may be counted toward the major or fulfill prerequisite requirements. One-half of the hours in the major must be at the 300- or 400-level.

Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University's general education requirements. In addition to meeting institutional requirements for graduation, the advertising major must have a minor or second major outside of the School of Journalism & Broadcasting and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, or from those offered within the School, unless taken as a second minor. Refer to the University Undergraduate Catalog for additional information.

Success Markers

{prerequisite courses in brackets}

FIRST YEAR	FALL SEMESTER		SPRING SEMESTER	
<p><i>Join the Advertising Federation of America - Ad Fed</i></p> <p><i>^ MATH 116 and either ECON 202 or 203 are pre-reqs for ECON 206 Statistics. ECON 206 or an equivalent is required in the Marketing Minor. These courses may also be used to fulfill Colonnade requirements.</i></p> <p><i>Visit the Math Lab for free tutoring.</i></p>	SJB 101 <i>Understanding Media Content, Ethics and Tech.</i>	3	SJB 103 <i>Digital Storytelling in the 21st Century</i>	3
	SJB 102 <i>Media Content, Collaboration, Community</i>	3	AD 341 <i>Principles of Advertising</i> {SJB 101}	3
	ENG 100 (Colonnade I, WC) <i>Intro. to College Writing</i>	3	ECON 202 or 203^ <i>Social & Behavioral Science</i> (Colonnade II, SB) (MKT minor)	3
	<i>Quantitative Reasoning</i> (Colonnade I, QR) MATH 116^ suggested	3	<i>Arts & Humanities</i> (Colonnade II, AH)	3
	COMM 145 (Colonnade I, OC) <i>Fundamentals of Speaking</i>	3	<i>Natural Science</i> (Colonnade II, NS)	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SECOND YEAR <i>*Note: AD 300 requires a prerequisite course in statistics such as ECON 206, SOCL 300, MATH 183, PSY 201, or AMS 271.</i> <i>AD 300 also requires MKT 220 as a pre-requisite.</i> <i>***Students need to show proficiency for a foreign language at the novice high level by the time they have earned 60 hours.</i> http://www.wku.edu/modernlanguages/placement/colonnade.pdf	FALL SEMESTER		SPRING SEMESTER	
	Sophomore Restricted Elective. Select from BCOM, JOUR, FILM, PJ, PR, or SJB	3	<i>Ad Major Restricted Elective</i>	3
	MKT 220* <i>Basic Marketing Concepts</i> *pre-req to AD 300	3	ENG 200 {ENG 100} (Colonnade I, AH) <i>Intro. to Literature</i>	3
	<i>Natural Science w/lab</i> (Colonnade II, NS)	3	ACCT 200 (MKT minor)	3
	HIST 101 or 102 (Colonnade I, SB) <i>World History</i>	3	General Elective	3
	General Elective or Foreign Language***	3	General Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SUMMER TERM

Consider a study abroad experience this summer.

THIRD YEAR <i>File application for graduation at 90 hours. (on-line form in Topnet)</i> <i>*MKT 220 and stats course must be completed before second semester of junior year.</i> <i>Explore Imagewest opportunities.</i>	FALL SEMESTER		SPRING SEMESTER	
	AD 344 <i>Advertising in a Digital World</i> (fall) {AD 341 or permission}	3	<i>Ad Major Restricted Elective</i>	3
	<i>STATS Course (MKT MINOR)</i> ECON 206 or equivalent *pre-req to AD 300	3	AD 300 <i>Research in Ad/PR</i> (spring){MKT 220, stats, AD 341} pending UCC	3
	<i>Systems</i> (Colonnade III)	3	<i>Social & Cultural</i> (Colonnade III)	3
	<i>Writing in the Disciplines</i> (Colonnade I, WC)	3	MKT Upper Level Elective Course in Minor	3
	MKT 321 Course in Minor	3	General Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SUMMER TERM

Consider an internship for credit this summer. AD 448 counts as an elective in the major.

FOURTH YEAR	FALL SEMESTER		SPRING SEMESTER	
<i>Visit Center for Career and Professional Development for resume consultation, practice interviews. (DSU - Rm 2001)</i> <i>Begin job search!</i>	AD 346 Advertising Account Planning (fall) {AD 300 or permission}	3	AD 446 Advertising Campaigns (spring only) (capstone) {AD 349} or by application either SJB 495 Collaborative Journalism or SJB 402 Team Investigative Reporting II (spring only) {SJB401}++ ++SJB 401 (1hr) pre-req offered in fall	3
	AD 349 Advertising Media (fall) {AD 300}	3	MKT Upper Level Elective Course in Minor	3
	Local to Global (Colonnade III)	3	General Elective	3
	MKT Upper Level Elective Course in Minor	3	General Elective	3
	General Elective	3	General Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
Total Credit Hours: 120				

PLEASE NOTE: Prerequisites, Course Numbers, and Course Titles are subject to change.

Consult your advisor each semester.

Course Descriptions may be viewed at <http://www.wku.edu/undergraduatecatalog>

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Department:	School of Journalism & Broadcasting
Phone:	270 745-4144
Website:	www.wku.edu/journalism