



Major in Advertising
Creative Print Design 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. Every student will finish with a unique plan of his/her own depending on electives selected. **The 24 hour minor in graphic design for advertising majors is required.** Refer to the University Undergraduate Catalog for additional information.

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.

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>*Note: AD 300 requires a prerequisite course in statistics such as ECON 206, SOCL 300, MATH 183, PSY 201, or AMS 271. AD 300 also requires MKT 220 as a pre-requisite.</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 | <i>Social & Behavioral Science</i> (Colonnade II, SB) | 3 |
| | <i>Quantitative Reasoning</i> (Colonnade I, QR) <i>MATH 109, 116, 183* or higher suggested</i> | 3 | COMM 145 (Colonnade I, OC) <i>Fundamentals of Speaking</i> | 3 |
| | ART 105 or 106 (Art Minor) (Colonnade II, AH) | 3 | <i>Natural Science</i> (Colonnade II, NS) | 3 |
| | TOTAL CREDIT HOURS | 15 | TOTAL CREDIT HOURS | 15 |

| SECOND YEAR <i>Join a student media outlet – WWHR-FM, College Heights Herald, or The Talisman</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 | |
|--|---|-----------|---|-----------|
| | ART 130 <i>Two-D Design</i> Course in Minor | 3 | AD 343 <i>Print Design, Production & Typography</i> {SJB 101, 102, 103} <i>pending UCC</i> | 3 |
| | ART 140 <i>Drawing</i> Course in Minor | 3 | Sophomore Restricted <i>Elective</i> . Select from BCOM, JOUR, FILM, PJ, PR, or SJB | 3 |
| | MKT 220* <i>Basic Marketing Concepts</i> *pre-req to AD 300 | 3 | ART 231 <i>Graphic Design</i> Course in minor {ART 130 and 140} | 3 |
| | HIST 101 or 102 (Colonnade I, SB) <i>World History</i> | 3 | <i>Natural Science w/lab</i> (Colonnade II, NS) | 3 |
| | Course in Elective or Foreign Language*** | 3 | ENG 200 {ENG 100} (Colonnade I, AH) <i>Intro. to Literature</i> | 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 | AD 340 <i>Creative Strategy and Copywriting</i> (spring) {AD 341} | 3 |
| | STATS Course MATH 183* or equivalent *pre-req to AD 300 | 3 | AD 300 <i>Research in Ad/PR</i> [spring]{MKT 220, stats, AD 341} <i>pending UCC</i> | 3 |
| | Systems (Colonnade III) | 3 | AD Major restricted <i>Elective</i> | 3 |
| | <i>Writing in the Disciplines</i> (Colonnade I, WC) | 3 | ART minor upper level restricted <i>Elective</i> | 3 |
| | ART 330 <i>Graphic Design</i> {ART 231, junior standing} Course in Minor | 3 | <i>Social & Cultural</i> (Colonnade III) | 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 345 <i>Copywriting & Layout</i> (fall) {AD 343 & satisfactory rating on portfolio review} | 3 | AD 445 <i>Advanced Copywriting/Layout</i> (spring)(capstone) {AD 345 and senior standing} or by application either SJB 495 <i>Collaborative Journalism</i> or SJB 402 <i>Team Investigative Reporting II</i> (spring only) {SJB401}++ ++SJB 401 (1hr) pre-req offered in fall | 3 |
| | ART minor upper level restricted <i>Elective</i> | 3 | ART minor upper level restricted <i>Elective</i> | 3 |
| | <i>Local to Global</i> (Colonnade III) | 3 | General Elective | 3 |
| | General Elective | 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:

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