



**BACHELOR of ARTS in ADVERTISING #727**  
**with Concentration in Print Advertising Design**  
**with Graphic Design Minor #385**  
 School of Journalism  
 Potter College of Arts & Letters  
 Western Kentucky University

The suggested program of study shown below should be used in consultation with your advisor(s). Every student will finish with a unique plan of his/her own depending on the electives selected.

**Success Markers**

SAMPLE - 4 year plan

FIRST YEAR	Fall Semester		Spring Semester	
<p>Students wishing to enter the major in advertising initially are admitted as "majors seeking admission" (reference 727P). See Undergraduate catalog or advisor for details.</p>	SJB 101 Understanding Media Context, Ethics and Technology	3	SJB 103 Digital Storytelling in the 21st Century	3
	SJB 102 Media Content, Collaboration, Community	3	AD 341 Principles of Advertising	3
	ENG 100 Intro to College Writing (F-W1)	3	Social & Behavioral Studies (E-SB)	3
	MATH 109 General Math OR MATH 116 College Algebra (suggested) (F-QR)	3	Arts & Humanities (E-AH)	3
	COMM 145 Fund of Public Speaking & Communications (F-OC)	3	Natural and Physical Sciences, (E-NS)	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

SECOND YEAR	Fall Semester		Spring Semester	
<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>Join the Advertising Federation of America – Ad Fed</i></p>	Sophomore Elective: Choose from: JOUR, FILM, PJ, SJB	3	ENG 200 Intro to Literature (E-AH)	3
	ART 130 2-D Design (Graphic Design Minor)	3	AD 340 Creative Strategies & Copywriting	3
	Natural and Physical Sciences, with Lab (E-NS, SL)	3	ART 140 Drawing (Graphic Design Minor)	3
	HIST 101 World History I OR HIST 102 World History II (F-SB)	3	General Elective	3
	World Language, if needed, or General Elective	3	General Elective	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

**World Language Proficiency:** All students entering in Fall 2014 or later must demonstrate proficiency in a world language at the Novice High level before completing 60 credit hours. Novice high is the ability to communicate in writing and speaking on familiar topics in simple sentences. To meet this requirement, students may take college language courses or take a proficiency test. For more information go to [www.wku.edu/modernlanguages/placement/](http://www.wku.edu/modernlanguages/placement/).

**Colonnade Program:** All students entering in fall 2014 or later must complete 39 hours in 13 specific Colonnade areas. Colonnade areas are listed in parentheses marked in blue after the corresponding classes. Some areas may have specific course requirements while others can be chosen from selected lists of options. For more details and to see lists of options, go to [http://www.wku.edu/colonnade/documents/approved\\_colonnade\\_courses\\_website.pdf](http://www.wku.edu/colonnade/documents/approved_colonnade_courses_website.pdf)

THIRD YEAR	Fall Semester		Spring Semester	
<b><i>File application for graduation at 90 hours. (on-line form in Topnet) Explore Imagewest opportunities. *MKT 220 and stats course must be completed before second semester of junior year.</i></b>	AD 344 Advertising in a Digital World {AD 341 or permission} fall only	3	AD 343 Print Design, Production, and Typography	3
	ART 105 History of Art to 1300 OR ART 106 History of Art since 1300 (Graphic Design Minor)	3	AD 300 Research om Advertising	3
	Connections: Systems (K-SY)	3	Connections: Social Cultural (K-SC)	3
	ENG 300 Writing in the Disciplines (F-W2)	3	ART 330 Graphic Design (minor)	3
	ART 231 Graphic Design (minor)	3	General Elective	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

FOURTH YEAR	Fall Semester		Spring Semester	
<b><i>Visit Center for Career and Professional Development for resume consultation, practice interviews. (DSU - Rm 2001) Begin job search!</i></b>	AD 345 Copywriting & Layout	3	AD 445 Advanced Copywriting & Layout	3
	AD Restricted Elective (see advisor)	3	ART Upper Level Graphic Design Elective (see advisor)	3
	Connections, Local to Global (K-LG)	3	ART Upper Level Graphic Design Elective (see advisor)	3
	ART Upper Level Graphic Design Elective (see advisor)	3	General Elective	3
	General Elective	3	General Elective	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

**Total Credit Hours: 120**

**PLEASE NOTE:** Prerequisites, Course Numbers, and Course Titles are subject to change. Consult your advisor each semester.

**For more Information:**

**Department:** School of Journalism & Broadcasting

**Phone:** (207) 745-4144

**WEB:** [www.wku.edu/journalism](http://www.wku.edu/journalism)

**Course Descriptions:** <http://www.wku.edu/undergraduatecatalog/>