



BACHELOR of ARTS in ADVERTISING (#727)

Department of Communication
 Potter College of Arts and Letters
 Western Kentucky University

The major in Advertising requires 36 total credit hours consisting of required courses (27 hrs), 2 electives (6 hrs), and a course emphasizing research related to the field (3 hrs). A minor, certificate, or second major in another discipline is required. The suggested program of study below should be used in consultation with your advisor. For information about requirements for admission to the major, see the undergraduate catalog or your advisor.

SAMPLE – Finish in Four Plan

FIRST YEAR			
Fall Semester		Spring Semester	
COMM 145 (F-OC)	3	ENG 100 (F-W1)	3
MATH 109 or higher (F-QR)	3	HIST 101 or 102 (F-SB)	3
ART 105 or ART 106 or other Arts and Humanities (E-AH)	3	AD 210	3
World Language (if needed) or University Experience	3	AD 240	3
Natural and Physical Sciences (E-NS, SL)	3	Natural & Physical Science with Lab (E-NS, SL)	3
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SECOND YEAR			
Fall Semester		Spring Semester	
Social & Behavioral Science (E-SB)	3	ENG 200 or RELS 200 Literary Studies (F-AH)	3
MKT 220	3	UX 330 / IXD 330	3
COMM 200 Writing in the Disciplines (F-W2)	3	AD 300, COMM 300, or equivalent research course	3
2 nd Major/Certificate/Minor course	3	2 nd Major/Certificate/Minor course	3
AD 310	3	2 nd Major/Certificate/Minor course	3
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

THIRD YEAR			
Fall Semester		Spring Semester	
AD 330*	3	AD 410*	3
AD 349*	3	AD Elective	3
2 nd Major/Certificate/Minor course	3	2 nd Major/Certificate/Minor course	3
2 nd Major/Certificate/Minor course	3	2 nd Major/Certificate/Minor course	3
Connections: Systems (K-SY)	3	Connections: Local to Global (K-LG)	3
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

FOURTH YEAR			
Fall Semester		Spring Semester	
AD Elective (Imagewest internship encouraged)	3	2 nd Major/Certificate/Minor course	3
2 nd Major/Certificate/Minor course	3	2 nd Major/Certificate/Minor course	3
2 nd Major/Certificate/Minor course	3	2 nd Major/Certificate/Minor course	3
Connections: Social-Cultural (K-SC)	3	General Elective	3
General elective	3	General Elective	3
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

Total Credit Hours: 120

*Denotes course is only offered one semester per year

For more details and courses offered in the Colonnade General Education program ([denoted in blue](#)) visit the [website](#).

World Language Requirement: Language Proficiency of novice-high before completing 60 credit hours is required (or completion of 2nd level of a language). Two credits (or equivalent) of a single world language in High School satisfies this WKU requirement.

For more Information: **Department:** Department of Communication
Website: <https://www.wku.edu/communication/index.php>
Phone: (270) 745-3296
Email: communication@wku.edu
Course Descriptions: <http://www.wku.edu/undergraduatecatalog/>