



**BACHELOR of ARTS in ADVERTISING (#727)
BRANDING CONCENTRATION
MINOR IN MARKETING (RECOMMENDED)**

School of Journalism & Broadcasting
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	
	<i>Join the Advertising Federation of America - Ad Fed</i> <i>Visit The Learning Center for free tutoring</i>	JOUR 201* <i>Media & Society</i>	3	JOUR 202 * <i>Intro. to Media Writing</i>
Gen. Ed. ENG 100* (A-1) <i>Intro. to College Writing</i>		3	Gen. Ed. (C-1) HIST 119 or 120* <i>Western Civilization</i>	3
Gen. Ed. MATH* (D-2) <i>(MATH 109 or 116^ or higher)</i>		3	Gen. Ed. (A-3) COMM 161* <i>Speech</i>	3
Gen. Ed. (B-2) <i>Humanities</i>		3	Gen. Ed. (C-2) PSY or SOC 100 recommended	3
Gen. Ed. (A-2) <i>Foreign Language</i>		3	Gen. Ed. (D-1) <i>Science</i>	3
UC 175 <i>Univ. Experience (optional)</i>		2	Gen Ed. (F) <i>Health & Wellness</i>	1
TOTAL CREDIT HOURS		17	TOTAL CREDIT HOURS	16

SECOND YEAR	Fall Semester		Spring Semester	
	<i>Join student media outlet - WWHR, College Heights Herald, or The Talisman</i>	JOUR 232* <i>Technologies for Journalism</i>	3	JOUR 341 <i>Principles of Advertising (JOUR 201, 202)</i>
Gen. Ed. (B-1) <i>Literature</i>		3	Restricted Elective in Ad Major	3
Gen. Ed. (E) GEOG 110 <i>World Geography</i>		3	Gen. Ed. (B-2) <i>Humanities</i>	3
ACCT 200 (MKT minor) <i>Accounting (Sophomore standing and Gen. Ed. Math)</i>		3	Gen. Ed. (C-2) and minor ECON 202 or 203 <i>Micro or Macro Economics</i>	3
Gen. Ed. (F) <i>Health & Wellness</i>		1	MKT 220 (minor course) <i>Basic Marketing Concepts (Sophomore standing)</i>	3
TOTAL CREDIT HOURS		13	TOTAL CREDIT HOURS	15

SUMMER TERM	Summer Term	
	TOTAL CREDIT HOURS	

Consider a study abroad experience this summer.

THIRD YEAR	Fall Semester		Spring Semester	
<p><i>File application for graduation at 90 hours. (on-line form in Topnet)</i></p> <p><i>**Note: JOUR 300 must be taken in spring of junior year.</i></p> <p><i>Explore opportunities at Imagewest.</i></p>	JOUR 344 <i>Advertising in a Digital World (Fall only) (JOUR 341 or permission)</i>	3	JOUR 300** <i>Research (Spring only) (MKT 220, Stats, JOUR 232 and either JOUR 341 or 355)</i>	3
	Restricted Elective in Ad Major	3	Restricted Elective in Ad Major	3
	ECON 206 <i>Statistics OR equivalent stats course</i>	3	Gen. Ed. (D-1, DL) <i>Science</i>	3
	Gen. Ed. (A-1) ENG 300 <i>Writing in the Disciplines</i>	3	MKT Minor <i>Elective (U/L)</i>	3
	MKT 321 Course in Minor <i>Consumer Behavior (MKT 220)</i>	3	General Elective	2
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
SUMMER TERM <i>Visit Career Services for resume consultation, practice interviews, begin job search.</i>				
FOURTH YEAR	Fall Semester		Spring Semester	
<p><i>Visit Career Services for resume consultation, practice interviews, begin job search.</i></p>	JOUR 346 <i>Account Planning (Fall only) (JOUR 300 or permission)</i>	3	JOUR 446 <i>Advertising Campaigns (Capstone)(Spring only) (JOUR 349)</i>	3
	JOUR 349 <i>Advertising Media (Fall only) (JOUR 300)</i>	3	MKT Minor <i>Elective (U/L)</i>	3
	MKT Minor <i>Elective (U/L)</i>	3	General Elective	3
	General Elective	3	General Elective	3
	General Elective	3	General Elective	2
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	14
Total Credit Hours: 120				

* Denotes prerequisite courses before program admission
Course prerequisites are in parentheses and italics after each course listing.

For more Information:

Department: School of Journalism & Broadcasting

Website: www.wku.edu/journalism

Phone: (270) 745-4144

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

