



**BACHELOR of ARTS in ADVERTISING (#727)
CREATIVE INTERACTION CONCENTRATION**

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>Visit the Math Lab for free tutoring</i> <i>Join the Advertising Federation of America - Ad Fed</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	JOUR 232 <i>Technologies for Journalism</i>	3
Gen. Ed. MATH* (D-2) <i>(MATH 109 or 116 or higher)</i>		3	Gen. Ed. (C-1) HIST 119 or 120* <i>Western Civilization</i>	3
Gen. Ed. (B-2) <i>Humanities</i>		3	Gen. Ed. (A-3) COMM 161* <i>Speech</i>	3
Gen. Ed. (A-2) <i>Foreign Language</i>		3	Gen. Ed. (C-2) <i>Social Sciences</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>	BCOM 264 <i>Digital Video Production</i>	3	JOUR 341 <i>Principles of Advertising</i> {JOUR 201, 202}
Gen. Ed. (B-1) <i>Literature</i>		3	JOUR 343 <i>Print Design</i> (JOUR 201, 202, 232)	3
Gen. Ed. (E) GEOG 110 <i>World Geography</i> OR Gen. Ed. (C-2) GEOG 360 <i>Geog. N. Amer.</i>		3	Gen. Ed. (E) OR Gen. Ed. (C-2)	3
Gen. Ed. (D-1) <i>Science</i>		3	Gen. Ed. (B-2) <i>Humanities</i>	3
MKT 220 (minor course) <i>Marketing Concepts</i> (Sophomore standing)		3	Course in Minor	3
Gen. Ed. (F) <i>Health & Wellness</i>		1		
TOTAL CREDIT HOURS		16	TOTAL CREDIT HOURS	15

SUMMER TERM	Summer Term	
	<i>Consider a study abroad experience this summer.</i>	
TOTAL CREDIT HOURS		

THIRD YEAR <i>File application for graduation at 90 hours. (on-line form in Topnet)</i> <i>**Note: JOUR 300 must be taken in spring of junior year.</i> <i>Explore opportunities at Imagewest.</i>	Fall Semester		Spring Semester	
	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
	ECON 206 <i>Statistics</i> OR equivalent stats course	3	JOUR 340 <i>Creative Strategy/Copywriting (Spring only) (JOUR 341)</i>	3
	Gen. Ed. (A-1) ENG 300 <i>Writing in the Disciplines</i>	3	JOUR 348 <i>Intro. to Interactive Media</i>	3
	Course in Minor	3	Gen. Ed. (D-1, DL) <i>Science</i>	3
	Course in Minor	3		
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	12

SUMMER TERM <i>Consider an internship for credit this summer. JOUR 448 counts as an elective in the major.</i>	Summer Term	
	TOTAL CREDIT HOURS	

FOURTH YEAR <i>Visit <u>Career Services</u> for resume consultation, practice interviews, begin job search.</i>	Fall Semester		Spring Semester	
	JOUR 443 <i>Interactive Ad Design (Fall only) (JOUR 343, 348; or permission)</i>	3	JOUR 444 <i>Advanced Interactive Ad Design (Capstone) (Spring only) (JOUR 443)</i>	3
	Course in Minor	3	Course in Minor	3
	Course in Minor	3	Course in Minor	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: https://acsapps.wku.edu/pls/prod/twbkwbis.P_GenMenu?name=wkumen_u.P_CatalogUnsecMnu