



BACHELOR of ARTS in ADVERTISING (#727)

CREATIVE PRINT 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	Gen. Ed. (A-3) COMM 161* <i>Speech</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) minor course ART 105 or 106 - <i>Art History</i>		3	Gen. Ed. (D-1) <i>Science</i>	3
Gen. Ed. (A-2) <i>Foreign Language</i>		3	Gen. Ed. (C-2) <i>Social / Behavioral 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>	JOUR 232 <i>Technologies for Journalism</i>	3	JOUR 341 <i>Principles of Advertising</i> {JOUR 201, 202}
ART 130 (minor course) <i>2-Dimensional Design</i>		3	ART 231 (minor course) <i>Graphic Design</i> {ART 130, 140}	3
ART 140 (minor course) <i>Drawing</i>		3	Gen. Ed. (D-1, DL) <i>Science</i>	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. (B-1) <i>Literature</i>		3	Gen. Ed. (B-2) <i>Humanities</i>	3
Gen. Ed. (F) <i>Health & Wellness</i>		1		
TOTAL CREDIT HOURS		16	TOTAL CREDIT HOURS	15

SUMMER TERM	Summer Term	
TOTAL CREDIT HOURS		

THIRD YEAR	Fall Semester		Spring Semester	
	<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>	JOUR 343 <i>Print Design, Production & Typography (JOUR 201, 202, 232)</i>	3	JOUR 300** -AD/PR Research (Spring only) (MKT 220, Stats, JOUR 232 and either JOUR 341 or 355)
JOUR 344 <i>Advertising in a Digital World (Fall only) (JOUR 341 or permission)</i>		3	JOUR 340 <i>Creative Strategy/Copywriting (Spring only) (JOUR 341)</i>	3
ECON 206 Statistics OR equivalent stats course		3	Gen. Ed. (A-1) ENG 300 <i>Writing in the Disciplines</i>	3
MKT 220 <i>Marketing Concepts (Sophomore standing)</i>		3	Art Minor <i>Restricted Elective (U/L)</i>	3
ART 330 (minor course) - <i>Graphic Design (ART 231, junior standing)</i>		3	Major <i>Restricted Elective</i>	3
TOTAL CREDIT HOURS		15	TOTAL CREDIT HOURS	15

SUMMER TERM	Summer Term	
TOTAL CREDIT HOURS		

FOURTH YEAR	Fall Semester		Spring Semester	
	<i>Visit <u>Career Services</u> for resume consultation, practice interviews, begin job search.</i>	JOUR 345 <i>Copywriting & Layout (Fall only) (JOUR 343 & satisfactory rating on portfolio review)</i>	3	JOUR 445 <i>Advanced Copywriting/Layout (Spring only) (Capstone) (JOUR 345 & senior standing)</i>
Major <i>Restricted Elective</i>		3	Art Minor <i>Restricted Elective (U/L)</i>	3
Art Minor <i>Restricted Elective (U/L)</i>		3	<i>General Elective</i>	3
<i>General Elective</i>		3	<i>General Elective</i>	3
<i>General Elective</i>		2		
TOTAL CREDIT HOURS		14	TOTAL CREDIT HOURS	12

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