

This model is in effect for all students entering the program after 9/1/2008

Name: _____

PROGRAM GUIDE BACHELOR OF ARTS, ADVERTISING

- ◆ All students are required to take a minimum combined total of 42 semester hours of General Education and Rowan Experience courses. *(Italics indicate prerequisites)*

GENERAL EDUCATION REQUIREMENTS (choice from Approved Gen Ed Guide)				
Transfer	Rowan	Hegis #	COMMUNICATIONS BANK <i>minimum 6 s.h.</i>	6-7 S.H.
		COMP01.111	College Composition I (3 s.h.) or	3-4 s.h.
		COMP01.105	Integrated College Composition I (4 s.h.)	
		COMP01.112	College Composition II (<i>College Composition I</i>)	3 s.h.
Transfer	Rowan	Hegis #	SCIENCE/MATHEMATICS BANK <i>minimum 7 s.h.</i>	7 S.H.
			Math Choice	3-4 s.h.
			Lab Science	4 s.h.
Transfer	Rowan	Hegis #	SOCIAL & BEHAVORAL SCIENCES BANK <i>minimum 6 s.h.</i>	6 S.H.
Transfer	Rowan	Hegis #	HISTORY/HUMANITIES/LANGUAGE BANK <i>minimum 6 s.h.</i>	6 S.H.
Transfer	Rowan	Hegis #	NON-PROGRAM COURSES <i>minimum 6 s.h.</i> (any course not taught in your major)	6 S.H.

ROWAN EXPERIENCE REQUIREMENTS (choose from Approved RE Guide) (Can be taken as a Gen Ed OR within the major requirements.)				
Transfer	Rowan	Hegis #		6 S.H.
		CMS 04205	Public Speaking (<i>College Composition I and II</i>)	3 s.h.
			Artistic/Creative Experience	3 s.h.
CHECK TO BE SURE THE FOLLOWING REQUIREMENTS ARE COMPLETED				
			Broad Based Literature Course (LIT)	s.h.
			Writing Intensive Course (WI)	
			Multicultural/Global Course (M/G)	
			Lab Science Course (LAB)	
			Computer Competency Exam or Computer Literacy Course	
			Rowan Seminar (RS) – <i>Freshmen Only</i>	

- ◆ **NOTE:** *M/G, LIT, ACE, WI and RS courses, if taken within the major program of study, CAN NOT COUNT towards the minimum total of Gen Ed 42 credits.*
- ◆ This information has been provided by the department listed above as of the date listed below and is subject to change.
- ◆ To declare this major go to the CAP Center in Savitz Hall.
- ◆ *Students should consult with their program advisor for suggested General Education and Rowan Experience courses.*

Bachelor of Arts, Advertising

Name _____

Program Requirements

36 s.h.

<i>Course #</i>	<i>COURSE NAME</i>	<i>S.H.</i>	<i>(Italics indicate prerequisites)</i>
	Communication Theory		<i>(CCII or permission)</i>
	Intro to Advertising		<i>(CCI, CCII)</i>
	Intro to PR		
	Print Media Copywriting		<i>(Intro to Advertising)</i>
	Electronic Media Copywriting		<i>(Print Media Copywriting)</i>
	Integrated Marketing Communication		
	Intro to PR and Advertising Research		
	Publication Layout and Design		<i>(45 s.h.)</i>
	Media Planning		<i>(Intro to Advertising)</i>
	Advertising Strategies		<i>(Print Media Copywriting)</i>
	Advertising Campaign		<i>(Strategies, Elec. Media, Media Planning)</i>
	PR/Ad Internship I		
	or		
	PR/Ad Internship II		

Other Requirements *Select 3 s.h. (one course) from the following offerings.*

3 s.h.

	Communication Law		<i>(60 s.h.)</i>
	Media Ethics		
	Mass Media		<i>(CCII or permission)</i>
	Impact of PR on the News		
	Advertising Practicum		
	PR/Ad Internship I or II		
	Health Communication		
	Political Communication		
	Organizational Behavior		
	Small Group Communication, W.I.		
	News Reporting I		<i>(CCI, CCII)</i>
	Magazine Article Writing		<i>(45 s.h. or permission)</i>
	Newspaper Feature Writing		<i>(News Reporting I)</i>
	Persuasion and Social Influence		
	The Television Industry		<i>(CCI)</i>

Other Required Courses (may be included in General Education)

	Public Speaking		<i>College Composition II</i>
	ONE Psychology course		
	ONE Economics OR Political Science course		
	ONE Sociology course		
	ONE History OR Philosophy course		
	THREE Math/Science courses		
	FOUR History, Humanities, Literature, Language courses		
	FOUR Social and Behavioral Science courses		

Free Electives

39 s.h.

	<i>Try to use at least 12 s.h. to build an area of expertise relevant to your program.</i>		

NOTE: Please note: With the permission of the chair, a student may use Special Topic courses (3–6 s.h.) or an Independent Study (3 s.h.) offered by the Department to fulfill course requirements.