



BACHELOR of ARTS in ADVERTISING #727
with Concentration in Branding
with Marketing Minor (recommended)
 School of Journalism
 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	
<p>Students wishing to enter the major in advertising initially are admitted as "majors seeking admission" (reference 727P). See Undergraduate catalog or advisor for details.</p> <p><i>^ MATH 116 and either ECON 202 or 203 are pre-reqs for ECON 206 Statistics. ECON 206 or an equivalent is required in the Marketing Minor. These courses may also be used to fulfill Colonnade requirements.</i></p>	SJB 101 Understanding Media Context, Ethics and Technology	3	SJB 103 Digital Storytelling in the 21st Century	3
	SJB 102 Media Content, Collaboration, Community	3	AD 341 Principles of Advertising	3
	ENG 100 Intro to College Writing (F-W1)	3	^ECON 202 Prin of Econ-Micro OR ECON 203 Prin of Econ-Macro (Marketing minor) (E-SB)	3
	^MATH 116 College Algebra (suggested) (F-QR)	3	Arts & Humanities (E-AH)	3
	COMM 145 Fund of Public Speaking & Communications (F-OC)	3	Natural and Physical Sciences, (E-NS)	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SECOND YEAR	Fall Semester		Spring Semester	
<p><i>*Note: AD 300 requires a prerequisite course in statistics such as ECON 206, SOCL 300, MATH 183, PSY 201, or AMS 271. AD 300 also requires MKT 220 as a pre-requisite.</i></p> <p><i>Join the Advertising Federation of America – Ad Fed</i></p>	Sophomore Elective: Choose from: JOUR, FILM, PJ, SJB	3	ENG 200 Intro to Literature (E-AH)	3
	MKT 220 Basic Marketing Concepts (Marketing Minor)	3	Restricted Elective (see advisor)	3
	Natural and Physical Sciences, with Lab (E-NS, SL)	3	ACCT 200 Introductory Accounting-Financial (Marketing Minor)	3
	HIST 101 World History I OR HIST 102 World History II (F-SB)	3	General Elective	3
	World Language, if needed, or General Elective	3	General Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

World Language Proficiency: All students entering in Fall 2014 or later must demonstrate proficiency in a world language at the Novice High level before completing 60 credit hours. Novice high is the ability to communicate in writing and speaking on familiar topics in simple sentences. To meet this requirement, students may take college language courses or take a proficiency test. For more information go to www.wku.edu/modernlanguages/placement/.

Colonnade Program: All students entering in fall 2014 or later must complete 39 hours in 13 specific Colonnade areas. Colonnade areas are listed in parentheses marked in blue after the corresponding classes. Some areas may have specific course requirements while others can be chosen from selected lists of options. For more details and to see lists of options, go to http://www.wku.edu/colonnade/documents/approved_colonnade_courses_website.pdf

THIRD YEAR	Fall Semester		Spring Semester	
<i>File application for graduation at 90 hours. (on-line form in Topnet) Explore Imagewest opportunities. *MKT 220 and stats course must be completed before second semester of junior year.</i>	AD 344 Advertising in a Digital World {AD 341 or permission} fall only	3	Restricted Elective (see advisor)	3
	ECON 206 Statistics Or equivalent (Marketing Minor)	3	AD 300 Research om Advertising	3
	Connections: Systems (K-SY)	3	Connections: Social Cultural (K-SC)	3
	ENG 300 Writing in the Disciplines (F-W2)	3	MKT Upper Level Elective (Marketing minor)	3
	MKT 321 Consumer Behavior (Marketing Minor)	3	General Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

FOURTH YEAR	Fall Semester		Spring Semester	
<i>Visit Center for Career and Professional Development for resume consultation, practice interviews. (DSU - Rm 2001) Begin job search!</i>	AD 346 Advertising Account Planning {AD 300 or permission}	3	AD 446 Advertising Campaigns {AD 349}	3
	AD 349 Advertising Media	3	MKT Upper Level Elective (Marketing Minor)	3
	Connections, Local to Global (K-LG)	3	General Elective	3
	MKT Upper Level Elective (Marketing Minor)	3	General Elective	3
	General Elective	3	General Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

Total Credit Hours: 120

PLEASE NOTE: Prerequisites, Course Numbers, and Course Titles are subject to change. Consult your advisor each semester.

For more Information:

Department: School of Journalism & Broadcasting

Phone: (207) 745-4144

WEB: www.wku.edu/journalism

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