BA in Communications: Advertising (483630) MAP Sheet

Fine Arts and Communications, School of Communications

For students entering the degree program during the 2017-2018 curricular year.

This is a limited-enrollment program requiring school admissions approval. Please see the college advisement center for information on requirements to enter this program.

Admission to degree program: Admission is obtained by application after completion of prerequisite courses and achieving a B grade or higher. Students will have two opportunities to apply to their program of choice—one in Sept. and one in Jan. Please refer to the school’s website (http://comms.byu.edu) for additional application instructions. Please contact the School of Communications or college advisement center (801-422-3777) for more information.

Minimum hours needed to graduate: 120.0

Minimum residence hours required: 30.0

University Core and Graduation Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>#Classes</th>
<th>Hours</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion Cornerstones</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
<td>1</td>
<td>2.0</td>
<td>REL A 275</td>
</tr>
<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
<td>1</td>
<td>2.0</td>
<td>REL A 250</td>
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<tr>
<td>Foundations of the Restoration</td>
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<td>2.0</td>
<td>REL C 225</td>
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<tr>
<td>The Eternal Family</td>
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<td>2.0</td>
<td>REL C 200</td>
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<tr>
<td>The Individual and Society</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Heritage</td>
<td>1-2</td>
<td>3-6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Global and Cultural Awareness</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Skills</td>
<td></td>
<td></td>
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<tr>
<td>First Year Writing</td>
<td>1</td>
<td>3.0</td>
<td>WRTG 150*</td>
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<tr>
<td>Advanced Written and Oral Communications</td>
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<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Quantitative Reasoning</td>
<td>1</td>
<td>3.4-0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Languages of Learning (Math or Language)</td>
<td>1</td>
<td>3-4.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Arts, Letters, and Sciences</td>
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<tr>
<td>Civilization 1</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Civilization 2</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Arts</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Letters</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Biological Science</td>
<td>1</td>
<td>3-4.0</td>
<td>from approved list</td>
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<tr>
<td>Physical Science</td>
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<tr>
<td>Social Science</td>
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<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Core Enrichment: Electives</td>
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<tr>
<td>Religion Electives</td>
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<tr>
<td>Open Electives</td>
<td>Variable</td>
<td>Variable</td>
<td>personal choice</td>
</tr>
<tr>
<td>*THESE CLASSES FILL BOTH UNIVERSITY CORE AND MAJOR REQUIREMENTS (3 hours overlap)</td>
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</tbody>
</table>

Graduation Requirements:

- Minimum residence hours required: 30.0
- Minimum hours needed to graduate: 120.0

<table>
<thead>
<tr>
<th>Suggested Sequence of Courses</th>
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<tbody>
<tr>
<td><strong>FRESHMAN YEAR</strong></td>
</tr>
<tr>
<td>1st Semester</td>
</tr>
<tr>
<td>First-year Writing*</td>
</tr>
<tr>
<td>COMMS 101</td>
</tr>
<tr>
<td>Religion Cornerstone course</td>
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<tr>
<td>General Education courses, university requirements, and/or general electives</td>
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<tr>
<td><strong>Total Hours</strong></td>
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<tr>
<td>2nd Semester</td>
</tr>
<tr>
<td>American Heritage</td>
</tr>
<tr>
<td>COMMS 230</td>
</tr>
<tr>
<td>Religion Cornerstone course</td>
</tr>
<tr>
<td>General Education course, and/or general electives</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
</tr>
<tr>
<td><strong>2017-2018 Curriculum Year</strong></td>
</tr>
<tr>
<td>Apply to major</td>
</tr>
<tr>
<td><strong>SOPHOMORE YEAR</strong></td>
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<tr>
<td>3rd Semester</td>
</tr>
<tr>
<td>COMMS 300</td>
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<tr>
<td>Religion Cornerstone course</td>
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<tr>
<td>General Education courses, and/or general electives</td>
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<tr>
<td><strong>Total Hours</strong></td>
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<tr>
<td>4th Semester</td>
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<tr>
<td>COMMS 310</td>
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<tr>
<td>COMMS term course</td>
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<tr>
<td>COMMS 309</td>
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<tr>
<td>BUS M 241</td>
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<tr>
<td>Religion elective</td>
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<tr>
<td>General Education courses, university requirements, and/or general electives</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
</tr>
<tr>
<td>Spring/Summer</td>
</tr>
<tr>
<td>*COMMS 309</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
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</tbody>
</table>

* If admitted in winter, take Comms 309 in the spring. If admitted Fall semester, take Comms 309 in the winter.

**JUNIOR YEAR**

5th Semester

- *COMMS 330 and/or 337 | 3.0 |
- COMMS elective         | 3.0 |
- Religion cornerstone course | 2.0 |
- General Education courses, university requirements, and/or general electives | 7.0 |
- **Total Hours**         | **15.0** |

6th Semester

- *COMMS 331 or 372 (and 337) | 3.0 |
- COMMS term courses       | 3.0 |
- Religion elective        | 2.0 |
- General Education courses, university requirements, and/or general electives | 7.0 |
- **Total Hours**          | **15.0** |

Spring/Summer

- ***COMMS 417** | 3.0 |
- ***COMMS 496R** | 4.0 |
- **Total Hours** | 7.0 |

*Creative Track students will take Comms 331 winter semester; Management Track students will take Comms 372 winter semester plus Comms 337 if they haven’t already taken it.
**Management students accepted in the fall will take Comms 417 during spring term. Creative students will work in the AdLab.
***Management students who have had Comms 309, 337 and 372 may do their internship during spring/summer.

**SENIOR YEAR**

7th Semester

- COMMS 417 or 433 | 3.0 |
- COMMS elective    | 3.0 |
- Religion elective | 2.0 |
- General Education courses, university requirements, and/or general electives | 7.0 |
- **Total Hours**   | **15.0** |

8th Semester

- COMMS 489         | 3.0 |
- COMMS 496R        | 4.0 |
- General Education courses, university requirements, and/or general electives | 8.0 |
- **Total Hours**   | **15.0** |

Note: Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.
**ALL STUDENTS MUST TAKE A CAMPUS WRITING COURSE BEFORE APPLYING FOR ADMISSION TO THE MAJOR.**

The following writing course fills this requirement and satisfies the GE First-Year Writing requirement: Wrtg 150. Note: Students must receive a B grade or better to be eligible to apply for admission to the program.

**REQUIREMENT 1 Complete 3 courses**

**NOTE: STUDENTS MUST RECEIVE A B GRADE OR BETTER IN EACH COURSE TO BE ELIGIBLE TO APPLY FOR ADMISSION TO THE PROGRAM.**

- COMMS 101 - Mass Communication and Society 3.0
- COMMS 230 - Introduction to Advertising 3.0
- WRTG 150 - Writing and Rhetoric 3.0

**Apply to the major.**

**REQUIREMENT 2 Complete 1 course**

**THIS COURSE MAY BE TAKEN DURING THE SEMESTER IN WHICH STUDENTS APPLY FOR ADMISSION TO THE MAJOR.**

- COMMS 300 - Media Ethics, Law and Responsibility 3.0

**AFTER ADMISSION TO THE MAJOR, COMPLETE THE FOLLOWING:**

- COMMS 309 - Account Planning Management 3.0

**REQUIREMENT 4 Complete 4 courses**

- COMMS 310 - Writing Branded Content 1.5
- COMMS 311 - Writing for News Media 1.5
- COMMS 312 - Digital Media Production 1.5
- COMMS 313 - Media Design and Graphics 1.5
- COMMS 314 - Social Media Management 1.5
- COMMS 315 - Media Entrepreneurship 1.5
- COMMS 316 - Media Performance 1.5

**REQUIREMENT 5 Complete 2 groups**

- COMMS 301 - Mass Media History and Philosophy 3.0
- COMMS 302 - Popular Culture and Media 3.0
- COMMS 351 - Media and Their Audiences 3.0
- COMMS 360 - Communication Management Principles and Theory 3.0
- COMMS 381 - International Media Systems 3.0
- COMMS 382 - Issues in Global Communication 3.0
- COMMS 406 - Media and the First Amendment 3.0
- COMMS 411 - Media Effects 3.0
- COMMS 416 - Media Advocacy and Social Change 3.0
- COMMS 426 - Persuasion in the Media Age 3.0
- COMMS 480 - Media Ethics and Moral Reasoning 3.0
- COMMS 481 - Gender, Race, and Class in the Media 3.0
- COMMS 482 - Media and World Religions 3.0

**REQUIREMENT 6 Complete 1 option**

**COMPLETE ONE OF THE FOLLOWING TRACKS:**

**OPTION 6.1 Complete 2 groups**

**A. MANAGEMENT TRACK:**

- **GROUP 6.1.1 Complete 1 course**
  - COMMS 330 - Creating Advertising Concepts - Portfolio 1 3.0
  - COMMS 337 - Advertising Account Management 3.0

- **GROUP 6.1.2 Complete 4 courses**
  - BUS M 241 - Marketing Management 3.0
  - COMMS 372 - Marketing Media Planning and Strategy 3.0
  - COMMS 417 - Advertising Research Methods 3.0
  - COMMS 489 - Strategic Advertising Campaigns 3.0

**OPTION 6.2 Complete 2 groups**

**B. CREATIVE TRACK:**

- **GROUP 6.2.1 Complete 1 course**
  - COMMS 330 - Creating Advertising Concepts - Portfolio 1 3.0

**COMPLETE THE FOLLOWING AND THEN SUBMIT PORTFOLIO:**

- COMMS 330 - Creating Advertising Concepts - Portfolio 1 3.0

- **GROUP 6.2.2 Complete 3 courses**
  - COMMS 331 - Creating Advertising Concepts - Portfolio 2 3.0
  - COMMS 433 - Advanced Advertising Concepting - Portfolio 3 3.0
  - COMMS 489 - Strategic Advertising Campaigns 3.0

And complete a minor in advertising design (15 hours) (for creative track only).

**Note:** Students will be admitted to the creative track each year based on an application process including submitting a portfolio. Portfolios must be submitted to the department's main office by the twelfth week of fall semester. Late portfolios will not be considered. It will take from four to five semesters to complete the design minor. Students interested in this track should take Comms 330 as soon as possible, as a prerequisite to applying to the creative track.

**REQUIREMENT 7 Complete 1 option**

**INTERNSHIP:**

- After consulting with an advisor, complete an internship in conjunction with 4 hours of the following:
  
  **OPTION 7.1 Complete 4.0 hours from the following course(s)**
  - COMMS 496R - Academic Internship 6.0v
  
  **Note:** You may take up to 4 credit hours.

  **OPTION 7.2 Complete 2 groups**

**REQUIREMENT 8 Complete a minimum of 72 hours in courses outside of the department while meeting BYU's University Core requirements.**

**GENERAL INFORMATION:**

Working under faculty direction, students in the school edit and publish the Universe as a laboratory newspaper for the campus, produce daily television newscasts on KBYU-TV, produce universe.byu.edu for the Internet, plan advertising and public relations campaigns, solve media sales and management problems, and use “new media” in diverse situations. The School of Communications sponsors the International Media Studies Program, which seeks to broaden students' awareness of worldwide communications issues and practices. Not only do students have opportunity to study the media systems of other nations through classes and on-site experiences, but media practitioners of other nations are also brought to campus as lecturers and visiting experts. The school encourages early admission. Students who enroll in Comms 101, 230, and complete the English requirement can apply to the major as early as the second semester of their freshman year.

**SCHOOL REQUIREMENTS:**

**1. Each student must be formally accepted into a degree program.** Contact the college advisement center for admission requirements, or comms.byu.edu.

**2. All students must take a campus writing course before applying for admission to the major.** The following writing course fulfills this requirement and satisfies the GE First-Year Writing requirement: Wrtg 150.

**3. Complete a minimum of 72 hours in courses outside of the department, while meeting BYU’s University Core requirements.**

**4. Every student is required to complete an internship.** Although the school operates an internship office (280 Brimhall Building) that serves as a clearinghouse for internship information, the responsibility for securing an internship rests with the student. However, students may not embark on any internship without prior approval from
a faculty advisor, before processing appropriate documents with the Internship Office, (280 BRMB) and without being enrolled in Comms 496R.
5. In certain courses, students will be required to demonstrate proficiency in InDesign, Adobe Photoshop and Adobe Illustrator by portfolio review. See the School of Communications in 360 BRMB.
6. For program objectives, please see: learningoutcomes.byu.edu.

THE DISCIPLINE:
Communications majors who choose the advertising communications emphasis will participate in a program that will give a strong grounding in the liberal arts and sciences, provide a firm grasp of communications theory and principles, and practical workplace skills.
In advertising communications courses students will learn how to use research in studying diverse audiences, to analyze communications problems, and to evaluate communications programs. They will write problem-solving strategies and create advertising and promotion messages to specific target audiences. Creative track students will learn how to concept consumer advertising ads in print and broadcast and will develop a quality portfolio required for entry-level careers in the creative field. Management students will learn how to evaluate and select the most effective media for reaching those target audiences and will gain an understanding of how broadcast, print, and other media are used in the advertising process.
Studies will culminate in the student’s participation, as a team member, in creating and presenting a comprehensive and competitive integrated communications campaign that includes research, advertising, and sales promotion.

CAREER OPPORTUNITIES:
This field provides career opportunities in advertising, media management, and advertising media sales as well as in its creative, research, media planning, and management functions.

OFF-CAMPUS PROFESSIONAL INTERNSHIPS:
Internships must be arranged with the approval of students’ faculty advisors. Students are required to complete 280 hours on an internship. Such an internship must be under the supervision of a fulltime advertising practitioner. Prerequisites for the internship are Management Track: Comms 332, 330 or 337; 317. Creative Track: Comms 331; 330 or 337; 317. Internships on campus must be specifically approved by the faculty advisor well in advance. Not all campus internships fill the requirement. Students must have C– or better in all internship prerequisite classes.

FACULTY ADVISOR:
Check with the School of Communications, 360 BRMB, to be assigned to a faculty advisor.

MAP DISCLAIMER
While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.

DEPARTMENT INFORMATION
School of Communications
360 Brimhall Building
Brigham Young University
Provo, UT 84602
Telephone: (801)-422-2997

ADVISEMENT CENTER INFORMATION
College of Fine Arts & Communications Advisement Center
D-444 Harris Fine Arts Center
Brigham Young University
Provo, UT 84602
Telephone: 801-422-3777
Email: cfacadvise@byu.edu
Website: cfacadvise.byu.edu