

Bachelor of Science in Advertising

2005-2006 Undergraduate Catalog

Recommended Course Sequence

Freshman Year						
1 st Semester			2 nd semester			
Critical Reading & Writing	ENG 105	4	Communication Photography	PHO 181	3	
Communication Analysis	COM 101	3	Fundamentals of Public Speaking	SC 111	3	
Writing for Communication Channels	JLS 130	3	MAT 114 or higher		3	
Liberal Studies Lab Science		4	Elective		3	
			Liberal Studies		3	
	Total hours	14		Total hours	15	

Sophomore Year						
3 rd Semester			4 th semester			
Introduction to Advertising	ADV 207	3	Advertising Copy and Layout	ADV 307	3	
Basic Communication Theory	COM 200	3	Writing for Mass Media	JLS 131	3	
Minor		3	Minor		3	
Elective		3	Elective		3	
Liberal Studies		3	Liberal Studies		3	
	Total hours	15		Total hours	15	

Junior Year						
5 th Semester			6 th semester			
Advertising Media Selection	ADV 310	3	Creative Advertising Strategies	ADV 311W	3	
Minor		3	Minor		3	
Elective		4	Elective		3	
Liberal Studies		3	Elective		3	
Liberal Studies		3	Liberal Studies		3	
	Total hours	16		Total hours	15	

Senior Year						
7 th Semester			8 th semester			
Mass Communication Reg. & Respon.	COM 400	3	Advertising Campaigns	ADV 411C	3	
Minor		3	Minor		3	
Minor		3	Minor		3	
Elective		3	Elective		3	
Liberal Studies		3	Liberal Studies		3	
	Total hours	15		Total hours	15	

You MUST take two diversity courses: a U.S. Ethnic Diversity course, and a Global Diversity course. These courses may be taken in Liberal Studies, or in your major, minor, or electives as long as they are approved diversity courses.

B.S. IN ADVERTISING

The School of Communication requires that you complete the following courses with a grade of C or better:

School of Communication Core: COM 101 (3 units) Communication Analysis COM 200 (3 units) Basic Communication Theory

Liberal Studies Foundations ENG 105 and MAT 110 or 114 or their equivalents

If you don't receive a grade of C or better in any of these courses, you must repeat the course(s) and earn a grade of C or better, within the parameters of the course repeat policies outlined in your catalog.

Be aware that courses in your major may have prerequisites that you must complete before taking those other courses. You should complete the communication core, as well as other prerequisite courses that your major plan may require, to avoid being unable to enroll in a course for which you have not completed the prerequisites.

Advertising majors must earn a grade of C or better, and maintain a grade point average of 2.5 or higher, in all courses required in this 36-unit major.

Note that NAU requires that at least 30 units of the courses you take for your degree must be upperdivision courses (those numbered 300 and above).

Please note that you must complete NAU's diversity requirements by taking two, 3-unit courses, one in ethnic diversity and one in global awareness. These courses may be used to meet other requirements within your academic plan if you choose them carefully.

BE AWARE THAT THE FINAL RESPONSIBILITY OF SELECTING COURSES RESTS WITH YOU. IT IS YOUR FULL RESPONSIBILITY TO MEET THE REQUIREMENTS OF YOUR COURSE OF STUDY, IN THEIR PROPER ORDER, SO YOU DON'T FIND YOURSELF IN YOUR SENIOR YEAR INELIGIBLE FOR GRADUATION.

For further information, contact: College of Social and Behavioral Sciences The School of Communication Academic Services and Advising Center PO Box 5619 Flagstaff, AZ 86011-5619 (928) 523-8055