

Bachelor of Science ADVERTISING

2007-2008 Undergraduate Catalog

Degree Progression Plan

College of Social and Behavioral Sciences

School of Communication

Freshman Year								
1 st term				2 nd term				
COM 101	Communication Analysis	3	PHO 181	Communication Photography	3			
JLS 130	Writing for Communication Channels	3	SC 111	Fundamentals of Public Speaking	3			
ENG 105	Critical Reading and Writing	4	MAT xxx	Mathematics requirement	3			
LS	Liberal Studies (Lab)	4	LS	Liberal Studies	3			
FYE 101	Freshman Year Experience	1	GE	General Elective	3			
	Total units	15		Total units	15			

Sophomore Year							
3 rd term			4 th term				
ADV 207	Introduction to Advertising	3	ADV 307	Advertising Copy and Layout	3		
COM 200	Basic Communication Theory	3	JLS 131	Writing for Mass Media	3		
Minor Course	See Catalog or Advisor	3	Minor Course	See Catalog or Advisor	3		
LS	Liberal Studies	3	LS	Liberal Studies	3		
GE	General Elective	3	GE	General Elective	3		
	Total units			Total units	15		

Junior Year							
5 th term			6 th term				
ADV 310	Advertising Media Selection	3	ADV 311W	Creative Advertising Strategies	3		
Minor Course	See Catalog or Advisor	3	Minor Course	See Catalog or Advisor	3		
LS	Liberal Studies	3	LS	Liberal Studies	3		
LS	Liberal Studies	3	LS	Liberal Studies	3		
GE	General Elective	3	GE	General Elective	3		
	Total units	15		Total units	15		

Senior Year							
7 th term			8 th term				
COM 400	Mass Communication Regulation & Responsibility	3	ADV 411C	Advertising Campaigns		3	
Minor Course	See Catalog or Advisor	3	Minor or GE	See Catalog or Advisor		3	
Minor Course	See Catalog or Advisor	3	Minor or GE	See Catalog or Advisor		3	
LS	Liberal Studies	3	GE	General Elective		3	
GE	General Elective	3	GE	General Elective		3	
Total units					Total units	15	

- This degree progression plan is to be used in conjunction with the academic catalog and degree progress report.
- Students should see an academic advisor regularly to confirm their academic progress.
- Students must see an academic advisor before enrollment for the 7th term in preparation for graduation.
- Students must submit graduation application during the 7th term.

PROGRAM INFORMATION

Be aware that some courses in your major may have prerequisites that **you must complete** before taking those courses. Courses for your major are offered in specific sequence and you must complete the communication core and required prerequisite courses in sequence, when they are offered to avoid being unable to enroll in a required course for which you have not completed the prerequisites. Failure to take courses in sequence may delay completion of your plan. You should also be aware that you may take ADV 408 in your final two years before graduation; however, you must apply to and receive prior approval from our advertising faculty members. We reserve the right to deny approval based on our assessment of your preparation and competence.

You must earn a grade of "C" or better in the School of Communication Core (COM 101 and COM 200), Freshman Composition (ENG 105) and Liberal Studies Mathematics Foundation Course. You must earn a "C" or better in all courses required for the Bachelor of Science in Advertising and maintain a GPA of 2.5 or better in these courses to complete this degree.

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.

GENERAL INFORMATION

- This 8-term plan is to be used in conjunction with the academic catalog and degree progress report.
- Honors students complete different requirements to meet NAU's Liberal Studies program. Students should consult an Honors Program advisor for complete information on fulfilling Honors Liberal Studies requirements.
- Students should see an academic advisor regularly to confirm their academic progress.
- Students must see an academic advisor before enrollment for the 7th term in preparation for graduation.
- All students are required to complete at least 120 total units which includes:
 - 35 units of liberal studies courses: http://www4.nau.edu/aio/Articulation/LScourselist.htm
 - 6 units of diversity courses: http://www4.nau.edu/aio/Articulation/DiversityCourseList/htm
 - 30 units of upper division courses (300-400 level), 18 of these units must be taken at NAU
- English placement: http://www.nau.edu/comp/placement.html
- Math placement: http://www.math.nau.edu/master.html?http://www.math.nau.edu/odin.html

CONTACT INFORMATION

Academic Services and Advising Center

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