NORTHERN ARIZONA UNIVERSITY
College of Social & Behavioral Sciences

Bachelor of Science
ADVERTISING
School of Communication
2009-2010 Undergraduate Catalog
Degree Progression Plan

Freshman Year							
1st term				**2nd 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 /Writing (FNRQ)	4		*MAT xxx*	Mathematics requirement (FNRQ)	3	
LS	Liberal Studies	3		*LS*	Liberal Studies	3	
NAU 100	Transition to College	1		*GE*	General Elective	3	
GE	General Elective	1					
	Total units	15			Total units	15	

Sophomore Year							
3rd term				**4th 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	15			Total units	15	

Junior Year							
5th term				**6th 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							
7th term				**8th 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	15			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.
- Many courses have pre-requisites. Please check the academic catalog for pre-requisite and placement information.
- Submit graduation application during 7th term.

Liberal Studies Distribution blocks

AHI (6 units)	SPW (6 units)	CU (6 units)	Science (7 units)	Additional 3 units to reach 35 total

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.cefns.nau.edu/Academic/Math/studentInformation/Placement/Placement.shtm

CONTACT INFORMATION

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