



# BA in COMMUNICATIONS: Advertising Emphasis (483630) MAP Sheet

## School of Communications

For students entering the degree program during the 2016–2017 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.

UNIVERSITY CORE AND GRADUATION REQUIREMENTS				MAJOR REQUIREMENTS (46–61 total hours)			
UNIVERSITY CORE REQUIREMENTS				<u>cr.hrs</u> <u>grade</u> <u>sem</u>			
<u>Requirements</u>	<u>#Classes</u>	<u>Hours</u>	<u>Classes</u>	<b>Complete the following:</b>			
<b>Religion Cornerstones</b>				Wrtg 150* <u>Writing and Rhetoric</u> 3.0			
Teachings and Doctrine, Book of Mormon	1	2.0	Rel A 275	Comms 101 <u>Mass Communication/Society</u> 3.0			
Jesus Christ & the Everlasting Gospel	1	2.0	Rel A 250	Comms 230 <u>Introduction to Advertising</u> 3.0			
Foundations of the Restoration	1	2.0	Rel C 225	<b>Note:</b> Students must receive a B grade or better in these courses to be eligible to apply for admission to the program.			
The Eternal Family	1	2.0	Rel C 200	<b>Apply to the major.</b>			
<b>The Individual and Society</b>				<b>Complete the following:</b> (This course may be taken during the semester in which students apply for admission to the major.)			
Citizenship				Comms 300 <u>Media Ethics/Law/Responsib.</u> 3.0			
American Heritage	1–2	3–6.0	from approved list	<b>After admission to the major, complete the following:</b>			
Global & Cultural Awareness	1	3.0	from approved list	Comms 309 <u>Account Planning Management</u> 3.0			
<b>Skills</b>				<b>Complete four courses from the following:</b>			
Effective Communication				Comms 310 <u>Writing Branded Content</u> 1.5			
First-Year Writing	1	3.0	Wrtg 150*	Comms 311 <u>Writing for News Media</u> 1.5			
Adv Written & Oral Communication	1	3.0	from approved list	Comms 312 <u>Digital Media Production</u> 1.5			
Quantitative Reasoning	1	3.0	from approved list	Comms 313 <u>Media Design and Graphics</u> 1.5			
Languages of Learning (Math or Language)	1–4	3–20.0	from approved list	Comms 314 <u>Social Media Management</u> 1.5			
<b>Arts, Letters, and Sciences</b>				Comms 315 <u>Media Entrepreneurship</u> 1.5			
Civilization 1 and 2	2	6.0	from approved list	Comms 316 <u>Media Performance</u> 1.5			
Arts	1	3.0	from approved list	<b>Complete two courses from the following:</b>			
Letters	1	3.0	from approved list	Comms 301 <u>Mass Media Hist &amp; Philosophy</u> 3.0			
Scientific Principles & Reasoning				Comms 302 <u>Popular Culture &amp; Media</u> 3.0			
Biological Science	1–2	3–5.0	from approved list	Comms 351 <u>Media &amp; Their Audiences</u> 3.0			
Physical Science	1–2	3–7.0	from approved list	Comms 360 <u>Comm Mgt Principles &amp; Theory</u> 3.0			
Social Science	1	3.0	from approved list	Comms 381 <u>International Media Systems</u> 3.0			
<b>Core Enrichment: Electives</b>				Comms 382 <u>Issues in Global Comms</u> 3.0			
Religion Electives	3–4	6.0	from approved list	Comms 406 <u>Media &amp; the First Amendment</u> 3.0			
Open Electives	Variable	Variable	personal choice	Comms 411 <u>Media Effects</u> 3.0			
GRADUATION REQUIREMENTS:				Comms 416 <u>Media Advocacy &amp; Social Ch</u> 3.0			
Minimum residence hours required		30.0		Comms 426 <u>Persuasion in the Media Age</u> 3.0			
Minimum hours needed to graduate		120.0		Comms 480 <u>Media Ethics &amp; Moral Reason</u> 3.0			
*THESE CLASSES FILL BOTH UNIVERSITY CORE AND MAJOR REQUIREMENTS (3 hours overlap)				Comms 481 <u>Gender, Race, &amp; Class</u> 3.0			
				Comms 482 <u>Media &amp; World Religions</u> 3.0			
				<p><b>Complete one of the following tracks:</b></p> <p><b>1. Management Track:</b></p> <p><b>a. Complete one course from the following:</b></p> <p>Comms 330 <u>Advertising Concepts–Portfolio 1</u> 3.0    </p> <p>Comms 337 <u>Advertising Account Mgt</u> 3.0    </p> <p><b>b. Complete the following:</b></p> <p>Bus M 241 <u>Marketing Management</u> 3.0    </p> <p>Comms 317 <u>Advertising Research Methods</u> 3.0    </p> <p>Comms 332 <u>Mrktng Media Planning/Strategy</u> 3.0    </p> <p>Comms 489 <u>Strategic Advertising Campaigns</u> 3.0    </p> <p><b>2. Creative Track:</b></p> <p><b>a. Complete the following and submit portfolio:</b></p> <p>Comms 330 <u>Advertising Concepts–Portfolio 1</u> 3.0    </p> <p><b>b. Complete the following:</b></p> <p>Comms 331 <u>Adv Advert Concepts–Portfolio 2</u> 3.0    </p> <p>Comms 433 <u>Adv Advert Concepts–Portfolio 3</u> 3.0    </p> <p>Comms 489 <u>Strategic Advertising Campaigns</u> 3.0    </p> <p><b>c. Students admitted as art directors will pursue an Advertising Design minor, while students admitted as copywriters will pursue an English minor or at least 15 hours in allied fields such as film or media arts.</b></p> <p><b>Note:</b> 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 winter 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.</p> <p><b>After consulting with an advisor, complete an internship in conjunction with 4 hours of the following:</b></p> <p>Comms 496R <u>Academic Internship</u> 9.0V    </p> <p><b>Note:</b> A C– grade or better in the following prerequisite courses must be achieved before the internship experience:  Management Track: Comms 317, 330 or 337, 332.  Creative Track: Comms 317, 330 or 337, 331.</p>			

## BA in COMMUNICATIONS: Advertising Emphasis (483630) 2016–2017

### Suggested Sequence of Courses:

#### FRESHMAN YEAR

##### 1st Semester

Comms 101 (FWSpSu)	3.0
First-year Writing or A Htg	3.0
Religion Cornerstone course	2.0
General Education courses, and/or general electives	7.0
<b>Total Hours</b>	<b>15.0</b>

##### 2nd Semester

First-Year Writing or A Htg	3.0
Comms 230 (FWSpSu)	3.0
Religion Cornerstone course	2.0
General Education courses, and/or general electives	7.0
<b>Total Hours</b>	<b>15.0</b>

Apply to major

#### SOPHOMORE YEAR

##### 3rd Semester

Comms 300	3.0
Religion Cornerstone course	2.0
General Education courses, minor courses and/or general electives	10.0
<b>Total Hours</b>	<b>15.0</b>

##### 4th Semester

Comms term course	1.5
Comms term course	1.5
Comms 309	3.0
Bus M 241	3.0
Religion elective	2.0
General Education courses, minor courses, and/or general electives	4.0
<b>Total Hours</b>	<b>15.0</b>

#### JUNIOR YEAR

##### 5th Semester

Comms 330 or 337	3.0
Comms elective	3.0
Religion Cornerstone course	2.0
General Education courses, minor courses, and/or general electives	7.0
<b>Total Hours</b>	<b>15.0</b>

#### 6th Semester

Comms 331 or 332	3.0
Comms term courses	3.0
Religion elective	2.0
General Education courses, minor courses, and/or general electives	7.0
<b>Total Hours</b>	<b>15.0</b>

#### SENIOR YEAR

##### 7th Semester

Comms 317 or 433	3.0
Comms elective	3.0
Religion elective	2.0
General Education courses, minor courses, and/or general electives	7.0
<b>Total Hours</b>	<b>15.0</b>

##### 8th Semester

Comms 489 (FW)	3.0
Comms 496R (FWSpSu)	4.0
General Education courses, minor courses, and/or general electives	8.0
<b>Total Hours</b>	<b>15.0</b>

#### 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.

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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:

- Each student must be formally accepted into a degree program. Contact the college advisement center for admission requirements, or comms.byu.edu.
- 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.
- Complete a minimum of 72 hours in courses outside of the department, while meeting BYU's University Core requirements.
- 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.
- 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.
- 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.

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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 full-time 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.

**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.

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