

BA in Media Advertising Online

The program is offered online through UTEP Connect. (<https://www.utep.edu/extendeduniversity/utepconnect/>)

Marketable Skills

- Students will communicate clearly and effectively.
- Conduct research, analyze data, and uncover insights using methods appropriate for the advertising industry.
- Create strategic communications executions across industry relevant media.
- Present and report advertising campaigns in a professional manner.

Degree Plan

Code	Title	Hours
University Core Curriculum		
Complete the University Core Curriculum requirements. (http://catalog.utep.edu/undergrad/college-of-liberal-arts/communication/media-advertising-ba/#university-core-curriculum)		42
Media Advertising Major		
Required Courses:		
COMM 1370	Intro To Communication Studies	3
COMM 2330	Principles of Advertising	3
COMM 3332	Ad Design, Graphics & Layout	3
COMM 3333	Creative Strategy/Copywriting	3
COMM 3340	New Media Advertising	3
COMM 3371	Communication Theory/Analysis	3
COMM 4330	Media Planning & Buying	3
COMM 4335	Advertising Campaigns	3
COMM 4372	Methods of Research in Comm	3
Communication Electives: Complete 9 additional hours of communication electives, with at least six being upper division.		9
Additional Electives		
Complete 18 additional hours with advisor approval.		18
Open Electives		
Select additional hours to complete a total of one hundred twenty hours		
Foreign Language		
Select six credit of Foreign Language. All six credits must be in the same language sequence.		6
Block Electives		
Complete twelve upper-division hours from the blocks below, with three to six hours in each (http://catalog.utep.edu/undergrad/college-of-liberal-arts/communication/media-advertising-ba/#block-electives)		12
Total Hours		120

University Core Curriculum

The department may make specific suggestions for courses which are most applicable towards your major.

All courses require a C or better

I. Communication (six hours)

Code	Title	Hours
The objective of the communication component is to enable the student to communicate effectively in clear and correct prose or orally in a style appropriate to the subject, occasion, and audience.		
Select six hours of the following:		6
For students whose secondary education was in English:		
COMM 1611	Written and Oral Communication	
ENGL 1313	Writing About Literature	
RWS 1301	Rhetoric & Composition I	
RWS 1302	Rhetoric & Composition 2	

RWS 1601	Rhetoric, Composition & Comm	
For students whose secondary education was not in English:		
ESOL 1311	Expos Engl Compos-Spkr Esl	
ESOL 1312	Res & Crit Writng Spkr Esl	
Total Hours		6

II. American History (six hours)

Code	Title	Hours
The objectives of the history component are to expand students' knowledge of the origin and history of the U.S., their comprehension of the past and current role of the U.S. in the world, and their ability to critically evaluate and analyze historical evidence. U.S. history courses (three hours must be Texas history) include:		
HIST 1301	History of U.S. to 1865	3
HIST 1302	History of U.S. Since 1865	3
Total Hours		6

III. Language, Philosophy & Culture (three hours)

Code	Title	Hours
The objective of the humanities component is to expand students' knowledge of the human condition and human cultures, especially in relation to behaviors, ideas, and values expressed in works of human imagination and thought. Through study in disciplines such as literature and philosophy, students engage in critical analysis and develop an appreciation of the humanities as fundamental to the health and survival of any society.		
Select one of the following:		3
AFST 2300	Intro-African Amer Studies	
CHIC 2302	Latina/o Presence in the U.S.	
ENGL 2311	English Literature	
ENGL 2312	English Literature	
ENGL 2313	Intro to American Fiction	
ENGL 2314	Intro to American Drama	
ENGL 2318	Intro to American Poetry	
FREN 2322	Making of the "Other" Americas	
HIST 2301	World History to 1500	
HIST 2302	World History Since 1500	
PHIL 1301	Introduction to Philosophy	
PHIL 2306	Ethics	
RS 1301	Introduct to Religious Studies	
SPAN 2340	Seeing & Naming: Conversations	
WS 2300	Introduction to Womens Studies	
WS 2350	Global Feminisms	
Total Hours		3

IV. Mathematics (three hours)

Code	Title	Hours
The objective of the mathematics component is to develop a quantitatively literate college graduate. Every college graduate should be able to apply basic mathematical tools in the solution of real-world problems.		
Select one of the following:		3
MATH 1309	College Algebra	
MATH 1310	Trigonometry and Conics	
MATH 1319	Math in the Modern World	
MATH 1320	Math for Social Sciences I	
MATH 1411	Calculus I	
MATH 1508	Precalculus ^{1,2}	
MATH 2301	Math for Social Sciences II	
STAT 1380	Statistical Literacy	

STAT 2480 Elementary Statistical Methods

1 A higher-level course in the calculus sequence can be substituted.

2 TCCN MATH 1314 will also satisfy this requirement.

Total Hours

3

V. Life & Physical Sciences (six hours)

Code	Title	Hours
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The objective of the study of the natural sciences is to enable the student to understand, construct, and evaluate relationships in the natural sciences, and to enable the student to understand the bases for building and testing theories. The courses listed are for non-majors; the major courses in the discipline can be substituted for the non-major sequence. A minimum of two semesters of lecture and one semester of laboratory associated with one of the courses, or two semesters of combined (3 credit) lecture-laboratory courses (Only six hours apply toward the required 42.):

Select one of the following:

1-4

ASTR 1107	Astronomy Lab I
ASTR 1307	Elem Astronomy-Solar System
ASTR 1308	Elem Astr Stars & Galaxies
BIOL 1103	Introductory Biology Lab
BIOL 1104	Human Biology Laboratory
BIOL 1107	Topics in Study of Life I
BIOL 1108	Organismal Biology Laboratory
BIOL 1203	Introductory Biology
BIOL 1304	Human Biology
BIOL 1305	General Biology
BIOL 1306	Organismal Biology
BIOL 2111	Human Anat/Physio Lab I
BIOL 2113	Human Anat/Physio Lab II
BIOL 2311	Human Anat/Physiology I
BIOL 2313	Human Anat/Physiology II
CHEM 1105	Laboratory for CHEM 1305
CHEM 1106	Laboratory for CHEM 1306
CHEM 1107	Intro General Chemistry Lab
CHEM 1108	Intro Organic & Biochem Lab
CHEM 1305	General Chemistry
CHEM 1306	General Chemistry
CHEM 1307	Intro to General Chemistry
CHEM 1308	Intro Organic & Biochemistry
ESCI 1101	Environmental Sci. Lab
ESCI 1102	Non-major Lab for ESCI 1301
ESCI 1202	Intro to Environment Science 2
ESCI 1301	Intro to Environmental Sci
GEOG 1106	Laboratory for GEOG 1306
GEOG 1306	Physical Geography
GEOL 1103	Lab for GEOL 1313
GEOL 1104	Lab for GEOL 1314
GEOL 1111	Principles of Earth Sci - Lab
GEOL 1112	Laboratory for Geology 1212
GEOL 1211	Principles of Earth Sciences
GEOL 1212	Principles of Earth Science
GEOL 1230	The Blue Planet
GEOL 1231	Natural Hazards
GEOL 1313	Intro to Physical Geology
GEOL 1314	Intro to Historical Geol
HSCI 2302	Fundamentals of Nutrition

HSCI 2303	Wellness Dynamics	
MICR 2330	Microorganisms and Disease	
PHYS 1403	General Physics I	
PHYS 1404	General Physics II	
PHYS 2120	Laboratory for PHYS 2320	
PHYS 2121	Laboratory for PHYS 2321	
PHYS 2320	Introductory Mechanics	
PHYS 2321	Introductory Electromagnetism	
Total Hours		6

VI. Political Science (six hours)

Code	Title	Hours
The objectives of the political science component are to expand students' knowledge of the origin and evolution of the U.S. and Texas political systems, focusing on the growth of political institutions, and on the constitutions of Texas and the United States; and to enhance their understanding of federalism, states rights, and individual civil liberties, rights, and responsibilities.		
Required Courses:		
POLS 2310	Introduction to Politics	3
POLS 2311	American Gover & Politics	3
Total Hours		6

VII. Social and Behavioral Sciences (three hours)

Code	Title	Hours
The objective of the social and behavioral science component is to increase students' knowledge of how social and behavioral scientists discover, describe, and explain the behaviors and interactions among individuals, groups, institutions, events, and ideas. Such knowledge will better equip students to understand themselves and the roles they play in addressing the issues facing humanity.		
Select one of the following:		
ANTH 1301	Intro-Phys Anth/Archeolog	3
ANTH 1302	Intro-Cultural Anthropology	
ANTH 1310	Cultural Geography	
ANTH 2320	Intro to Linguistics	
CE 2326	Econ for Engrs & Scientists	
ASIA 2300	Asian American Studies	
COMM 2350	Interpersonal Communication	
COMM 2372	Mass Media and Society	
ECON 2303	Principles of Macroeconomics	
ECON 2304	Principles of Microeconomics	
EDPC 1301	Introduction to Ed Psychology	
EDU 1342	Action Research in Classrooms	
ENGL 2320	Introduction to Linguistics	
GEOG 1310	Cultural Geography	
LEAD 2300	Community Service	
LING 2320	An Intro. to Linguistics	
LING 2340	Lang. Inside & Out: Sel Topics	
PSYC 1301	Introduction to Psychology	
SOCI 1301	Introduction to Sociology	
SOCI 1310	Cultural Geography	
Total Hours		3

VIII. Creative Arts (three hours)

Code	Title	Hours
The objective of the visual and performing arts component is to expand students' knowledge and appreciation of the human imagination as expressed through works of visual art, dance, music, theatre and film. Through study in these disciplines, students will form aesthetic judgments and develop an appreciation of the arts as fundamental to the health and survival of any society.		

Select one of the following:		3
ART 1300	Art Appreciation	
ARTH 1305	History of Art I	
ARTH 1306	History of Art II	
CHIC 1311	Chicana/o Fine Arts Appreciat	
DANC 1304	Dance Appreciation	
FILM 1390	Intro-Art of Motion Pict.	
MUSL 1324	Music Appreciation	
MUSL 1327	Jazz to Rock	
MUSL 2321	Music, Culture, and Society	
THEA 1313	Introduction to Theatre	

Total Hours 3

IX. Component Area Option (six hours)

Code	Title	Hours
The objective of the institutionally designated option component is to develop the critical thinking skills and academic tools required to be an effective learner. Special emphasis is placed on the use of technology in problem-solving, communications, and knowledge acquisition.		
Select two of the following:		6
BUSN 1301	Intro to Global Business	
COMM 1301	Public Speaking	
COMM 1302	Business/Profession Comm	
CS 1310	Intro-Computational Thinking	
CS 1320	Computer Programming Sci/Engr	
EL 1301	Eng Innovation and Leadership	
LEAD 1300	Introduction to Leadership	
SCI 1301	Inquiry in Math & Science	
UNIV 1301	Seminar/Critical Inquiry	

Total Hours 6

4-Year Sample Degree Plan

Code	Title	Hours
BA IN MEDIA ADVERTISING		
FRESHMAN		
Fall		
RWS 1301	Rhetoric & Composition I	3
Core- Creative arts		3
Core- Component Area		3
Core - Language, Philosophy and Culture		3
Foreign Language		3
Spring		
HIST 1301	History of U.S. to 1865	3
POLS 2310	Introduction to Politics	3
RWS 1302	Rhetoric & Composition 2	3
Core- Mathematics		3
Foreign language		3
SOPHOMORE		
Fall		
COMM 1370	Intro To Communication Studies	3
HIST 1302	History of U.S. Since 1865	3
POLS 2311	American Gover & Politics	3
Core- Component Area		3
Core - Social and Behavioral Sciences		3

Spring		
COMM 2330	Principles of Advertising	3
COMM 3371	Communication Theory/Analysis	3
Core - Life and Physical Sciences Lecture/Lab		4
Minor		3
Minor		3
JUNIOR		
Fall		
COMM 3338	Integrated Marketing Comm	3
COMM 4372	Methods of Research in Comm	3
Core - Life and Physical Sciences		3
Block Elective		3
Minor		3
Minor		3
Spring		
COMM 3332	Ad Design, Graphics & Layout	3
Block Elective		3
Open Elective		3
Minor		3
COMM Elective (upper division)		3
SENIOR		
Fall		
COMM 3333	Creative Strategy/Copywriting	3
COMM 4330	Media Planning & Buying	3
Block Elective		3
Minor		3
Spring		
COMM 4335	Advertising Campaigns	3
Block Elective		3
Open Elective		3
COMM Elective (upper division)		3
COMM Elective		3
Total Hours		121