

BA in Media Advertising

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 relevant media.
- Present and report advertising campaigns in a professional manner.

Degree Plan

Code	Title	Hours
Minor Required		
This program requires the selection of a minor.		18
University Core Curriculum		
Complete the University Core Curriculum requirements. (p. 2)		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 3338	Integrated Marketing Comm	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
Additional Major Electives:		
Select an additional nine hours of COMM, with at least six being upper division		9
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. ¹		6
Block Electives		
Complete twelve upper-division hours from the blocks below, with three to six hours in each (p. 6)		12
1 French and Spanish majors must fulfill this requirement in a language other than their major.		
Total Hours		120

COMM Electives

Code	Title	Hours
COMM Electives		
COMM 1370	Intro To Communication Studies	3
COMM 2310	Basic Multimedia Writing	3
COMM 2330	Principles of Advertising	3
COMM 2344	Digital Video and Audio Prod	3
COMM 2350	Interpersonal Communication	3
COMM 2352	Persuasion & Social Influence	3
COMM 2372	Mass Media and Society	3
COMM 2373	Intermediate Multimedia Writng	3
COMM 3313	News Gathering & Investigation	3
COMM 3316	Digital Photography	3
COMM 3320	Writing for PR & Corp Comm	3
COMM 3321	Public Relations	3

COMM 3322	Communication and Conflict	3
COMM 3323	Comm & Org Leadership	3
COMM 3336	International Advertising	3
COMM 3338	Integrated Marketing Comm	3
COMM 3339	Consumer Psych & Advertising	3
COMM 3340	New Media Advertising	3
COMM 3344	Media Programming for Radio/TV	3
COMM 3353	Intercultural Communication	3
COMM 3355	Organizational Communication	3
COMM 3357	New Communication Technologies	3
COMM 3371	Communication Theory/Analysis	3
COMM 4300	Communication Internship	3
COMM 4312	Feature Writing	3
COMM 4313	SR Capst: Digital News Bureau	3
COMM 4323	Case Studies -Public Relations	3
COMM 4330	Media Planning & Buying	3
COMM 4331	Ad Sales and Management	3
COMM 4341	Media Announcing & Performance	3
COMM 4350	Selected Topics	3
COMM 4352	Contemporary Rhetoric	3
COMM 4360	Environmental Communication	3
COMM 4361	Environmental Conflict & Comm	3
COMM 4362	Gender and Communication	3
COMM 4363	Political Communication	3
COMM 4364	Communicating Positive Devian	3
COMM 4365	Comm Healthy Communities	3
COMM 4366	Communication of Public Herit	3
COMM 4368	Borderlands Communication	3
COMM 4371	Communication Law and Society	3
COMM 4372	Methods of Research in Comm	3

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
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:		
ART 1300	Art Appreciation	3
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
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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**

Block Electives

(Core courses and courses from major or minor area cannot be counted as block electives)

Fine and Performing Arts

Code	Title	Hours
ART 3300	Art Exploration	3
ARTE 3307	Introduction to Art Education	3
ARTH 3353	Pre-Columb Art & Arch	3
CHIC 3302	Chicano Cinema	3
CHIC 3303	Border Image in Mexican Film	3
CHIC 3304	Chicano/Latino Music in the US	3
CHIC 3343	Latino/a Voices in Perf Activi	3
CHIC 3344	Chicana/o Theatre	3
CHIC 3345	The Roots of Latina/o Hip Hop	3
CHIC 3346	Dances of Mexico and Spain	3
CHIC 3347	AmerCinema of the US-Mex Bord	3
DANC 3303	History of Dance as a Perf Art	3
DANC 3322	World Dance	3
DANC 3347	Jazz & Other Stage Danc Form I	3
DANC 3348	American Dance Forms - Jazz	3
DANC 3349	American Dance Forms Hip Hop	3
FILM 3302	Chicano Cinema	3
FILM 3303	The Border Image in Mex. Film	3
FILM 3315	Screenwriting	3
FILM 3391	African-American Filmmakers	3
FILM 3394	Documentary Cinema	3
FILM 3395	Women and Film	3
FILM 4340	Selected Topics/ Film Studies	3

FREN 4389	Acting Out:Spectacle & Stage	3
MUSL 3324	Music in World Cultures	3
MUSL 3325	Music on the Border	3
MUSL 3326	Social History of Rock	3
MUSL 3327	History of Jazz	3
MUSL 3329	Topics in Music Hist & Culture	3
MUSL 3332	Music and Film	3
MUSL 3333	Music of the Middle East	3
MUSL 3334	Intro to Ethnomusicology	3
SPAN 4341	Modern Drama	3
THEA 3335	Latinx Theatre	3
THEA 3340	History of Costume Design	3
THEA 3341	Principles of Costuming	3
THEA 3342	Lighting Design	3
THEA 3343	Scenic Painting	3
THEA 3350	Creative Drama	3
THEA 3351	Theatre Hist and Literature I	3
THEA 3352	Theatre Hist and Literature II	3
THEA 3355	Broadway Musicals-A History	3
THEA 3356	Women in Drama	3
THEA 4304	Theatre Pract/Non-Majors	3
WS 3331	Gender & Popular Culture	3
WS 3335	Feminist Film	3
WS 3382	Gender Issues in the Arts	3

Humanities

Code	Title	Hours
AFST 3390	Topics in African/Amer Studies	3
CHIC 3301	La Chicana	3
CHIC 3305	Chic Ident Form:Race,Class&Gen	3
CHIC 3311	Chicano Studies: Societal Issu	3
CHIC 4301	Chicano Legal History	3
CHIC 4308	Chicana/o Thought	3
CRW 3362	Intro to Creative Writing	3
CRW 3373	Writing in Society	3
ENGL 3300	Intro. to Literary Studies	3
ENGL 3301	Literary Studies	3
ENGL 3302	Literature and Film	3
ENGL 3304	Gothic Literature	3
ENGL 3305	Children's Literature	3
ENGL 3306	Young Adult Literature	3
ENGL 3309	Detective Fiction	3
ENGL 3310	Chicana/o Literature	3
ENGL 3311	American Literature to 1865	3
ENGL 3312	Am. Literature 1865 to Present	3
ENGL 3315	African American Literature	3
ENGL 3316	Native American Literature	3
ENGL 3317	Postcolonial Literature	3
ENGL 3318	British Literature Before 1485	3
ENGL 3319	Sixteenth-Cent. Prose & Poetry	3
ENGL 3320	Shakespeare	3
ENGL 3321	Shakespeare's Plays and Poetry	3

ENGL 3323	17th Century Prose and Poetry	3
ENGL 3325	Literature of the Bible	3
ENGL 3327	Jewish American Literature	3
ENGL 3328	Holocaust Literature and Film	3
ENGL 3330	Restoration & 18th Century Lit	3
ENGL 3331	World Literature	3
ENGL 3333	Romantic Literature	3
ENGL 3337	Victorian Literature	3
ENGL 3341	History of Form I	3
ENGL 3344	Am. Poetry 1900 to Present	3
ENGL 3360	Women in Literature	3
ENGL 3371	Southwestern Literature	3
ENGL 3374	Folklore Of Mexican American	3
ENGL 4308	Chaucer	3
ENGL 4309	Milton	3
ENGL 4314	Literary Criticism	3
ENGL 4316	Am. Nonfiction/Poetry To 1900	3
ENGL 4317	American Fiction To 1900	3
ENGL 4318	Early 20TH Cent Am. Fiction	3
ENGL 4319	Am. Fiction 1945 to Present	3
ENGL 4322	The American Drama	3
ENGL 4325	British Drama Since 1880	3
ENGL 4340	Advanced Literary Studies	3
ENGL 4347	British Novel thru 18th Cent	3
ENGL 4348	British Novel: 19th Century	3
ENGL 4349	British Novel: 20th Century	3
ENGL 4350	Maj Am. Writer(s) through 1900	3
ENGL 4351	Maj Am Writer(s) since 1900	3
FREN 3301	French Literature to 1715	3
FREN 3303	French Literature Since 1715	3
FREN 3320	French Civilization	3
FREN 3355	Assuming the Power of Speech	3
FREN 4387	Poetry, Art of Ages:Lai to Rai	3
FREN 4388	Pleasure of Text: Genre, Narra	3
FREN 4389	Acting Out:Spectacle & Stage	3
FREN 4390	Topics in French	3
all HIST 3300 - HIST 4300 except HIST 4325, HIST 4330, HIST 4390		
all HUMN 3300 - HUMN 4300		
JS 3300 - JS 4300		
LABS 3300	The Americas	3
LABS 3301	The Border	3
LING 3313	English Historical Linguistics	3
LING 3315	History of Spanish Language	3
MS 3313	U.S. Military History	3
all PHIL 3300 - PHIL 4300		
all RS 3300 - RS 4300		
RWS 3355	Workplace Writing	3
RWS 3359	Technical Writing	3
all SPAN 3300 - SPAN 4300 except SPAN 3309, SPAN 3311, SPAN 4301		
WS 3351	Gender & Religion	3
WS 3360	Women in Literature	3

WS 3383	Gender Issues in Humanities	3
WS 4310	Feminist Theory	3

Social and Behavioral Sciences

Code	Title	Hours
AFST 4304	Envir. Just. & Min. Comm. U.S.	3
all ANTH 3300 - ANTH 4300		
CHIC 3301	La Chicana	3
CHIC 3305	Chic Ident Form:Race,Class&Gen	3
CHIC 3311	Chicano Studies: Societal Issu	3
CHIC 3339	Cultural Diversity & Youth: US	3
CHIC 4301	Chicano Legal History	3
CHIC 4304	Envir. Just. & Min. Comm U.S.	3
CHIC 4306	Comm Formation on US/MX Border	3
CHIC 4307	Hispanic Entrepreneurship	3
CHIC 4308	Chicana/o Thought	3
CHIC 4309	American Immigration & Soc Jus	3
COMM 3322	Communication and Conflict	3
COMM 3323	Comm & Org Leadership	3
COMM 3344	Media Programming for Radio/TV	3
COMM 3345	Media Scriptwriting	3
COMM 3353	Intercultural Communication	3
COMM 3354	Small Group	3
COMM 3355	Organizational Communication	3
COMM 4341	Media Announcing & Performance	3
COMM 4350	Selected Topics	3
COMM 4352	Contemporary Rhetoric	3
COMM 4360	Environmental Communication	3
COMM 4361	Environmental Conflict & Comm	3
COMM 4362	Gender and Communication	3
COMM 4363	Political Communication	3
COMM 4364	Communicating Positive Devian	3
COMM 4365	Comm Healthy Communities	3
COMM 4366	Communication of Public Herit	3
COMM 4368	Borderlands Communication	3
CRIJ 3321	Family Violence	3
CRIJ 3351	Crim Just on US-Mexico Border	3
CRIJ 4303	Crime, Criminal Justice & Film	3
CRIJ 4311	Immigration Law and Admin	3
CRIJ 4385	Study Abroad in Crim Justice	3
INSS 3301	Historical Dev of Nat'l Sec	3
INSS 3302	Sem in Intel and Nat'l Sec	3
INSS 4350	Selected Problems in Intel	3
INSS 4351	Professional Practices	3
LABS 3300	The Americas	3
LABS 3301	The Border	3
LABS 4301	Topics Lat Amer/Border Stud	3
LEAD 3300	Contemporary Theories of Lead	3
LEAD 4350	Concepts of SJ & E Leadership	3
LEAD 4351	Community Engaged Leadership	3
LEAD 4380	Special Topics in Leadership	3
all LING 3300 - LING 4300 except LING 3313, LING 3315		

all POLS 3300 - POLS 4399		
PSYC 3315	Psychology and the Law	3
PSYC 4309	History & Systems Psychology	3
PSYC 4316	Language and Cognition	3
all SOCI 3300 - SOCI 4300		
WS 3301	La Chicana	3
WS 3370	Gender Roles & Society	3
WS 3372	Women & Work in the Sex Indust	3
WS 3380	Social Justice Values at Work	3
WS 3384	Gender Issues in Social Scincs	3
WS 4310	Feminist Theory	3
WS 4360	Jr/Sr Seminar/Women's Studies	3
RWS 3345	Editing	3
RWS 3355	Workplace Writing	3
RWS 3357	Issues in Tech & Rhetoric	3
RWS 3358	Special Topics in Writing	3
RWS 3359	Technical Writing	3
RWS 3365	Adv Composition:Rhet Theory	3
RWS 3366	Advanced Composition: Argument	3
RWS 4300	Senior Writing Practicum	3

The courses below will apply to different blocks based on the term and section completed

- Please see dept or schedule book (online) for details
 - CHIC 4350 Topics in Chicano Studies
 - WS 3390 Women's Studies:Special Topics

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