BACHELOR of ARTS in ADVERTISING (#727)
Department of Communication
Potter College of Arts and Letters
Western Kentucky University

The major in Advertising requires 36 total credit hours consisting of required courses (27 hrs), 2 electives (6 hrs), and a course emphasizing research related to the field (3 hrs). A minor, certificate, or second major in another discipline is required. The suggested program of study below should be used in consultation with your advisor. For information about requirements for admission to the major, see the undergraduate catalog or your advisor.

SAMPLE – Finish in Four Plan

FIRST YEAR			
Fall Semester		**Spring Semester**	
COMM 145 (F-OC)	3	ENG 100 (F-W1)	3
MATH 109 or higher (F-QR)	3	HIST 101 or 102 (F-SB)	3
ART 105 or ART 106 or other Arts and Humanities (E-AH)	3	AD 210	3
World Language (if needed) or University Experience	3	AD 240	3
Natural and Physical Sciences (E-NS, SL)	3	Natural & Physical Science with Lab (E-NS, SL)	3
TOTAL CREDIT HOURS	**15**	**TOTAL CREDIT HOURS**	**15**

SECOND YEAR			
Fall Semester		**Spring Semester**	
Social & Behavioral Science (E-SB)	3	ENG 200 or RELS 200 Literary Studies (F-AH)	3
MKT 220	3	UX 330 / IXD 330	3
COMM 200 Writing in the Disciplines (F-W2)	3	AD 300, COMM 300, or equivalent research course	3
2nd Major/Certificate/Minor course	3	2nd Major/Certificate/Minor course	3
AD 310	3	2nd Major/Certificate/Minor course	3
TOTAL CREDIT HOURS	**15**	**TOTAL CREDIT HOURS**	**15**

THIRD YEAR			
Fall Semester		**Spring Semester**	
AD 330*	3	AD 410*	3
AD 349*	3	AD Elective	3
2nd Major/Certificate/Minor course	3	2nd Major/Certificate/Minor course	3
2nd Major/Certificate/Minor course	3	2nd Major/Certificate/Minor course	3
Connections: Systems (K-SY)	3	Connections: Local to Global (K-LG)	3
TOTAL CREDIT HOURS	**15**	**TOTAL CREDIT HOURS**	**15**

FOURTH YEAR				
Fall Semester		**Spring Semester**		
AD Elective (Imagewest internship encouraged)	3	2nd Major/Certificate/Minor course	3
2nd Major/Certificate/Minor course	3	2nd Major/Certificate/Minor course	3
2nd Major/Certificate/Minor course	3	2nd Major/Certificate/Minor course	3
Connections: Social-Cultural (K-SC)	3	General Elective	3
General elective	3	General Elective	3
TOTAL CREDIT HOURS	**15**	**TOTAL CREDIT HOURS**	**15**

Total Credit Hours: 120

*Denotes course is only offered one semester per year

For more details and courses offered in the Colonnade General Education program (denoted in blue) visit the website.

World Language Requirement: Language Proficiency of novice-high before completing 60 credit hours is required (or completion of 2nd level of a language). Two credits (or equivalent) of a single world language in High School satisfies this WKU requirement.

For more Information: **Department:** Department of Communication
Website: https://www.wku.edu/communication/index.php
Phone: (270) 745-3296
Email: communication@wku.edu
Course Descriptions: http://www.wku.edu/undergraduatecatalog/

BACHELOR of ARTS in ADVERTISING (#727) Finish in Four plan (2018-19)