

STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN ADVERTISING

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
COMM 110	Communication Concepts	3
COMM 263	Mass Media and Society	3
ENGL 102	Critical Writing	3
ESAP 101	FIRST Seminar *	1
SUBJ 139	Foundations of Academic Discovery ¹	3
Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Hours		16
Spring		
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
COMM 115	Visual Literacy	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Hours		15
Second Year		
Fall		
Advertising Elective		3
COMM 235	Introduction to Digital Design	3
SCI 101	Science of Life	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective		3
Declare a Thematic Thread ²		
Hours		15
Spring		
COMM 228	Principles of Creative Advertising	3
COMM 256	Message Preparation	3
SCI 102	Understanding the Physical World	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective		3
Hours		15

Third Year		
Fall		
Advertising Elective		3
COMM 310	Communication Research Methods	3
MRKT 230	Principles of Marketing	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective		3
Hours		15
Spring		
Advertising Elective		3
MRKT 334	Advertising Management	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Electives		6
Hours		15
Fourth Year		
Fall		
Advertising Elective		3
COMM 410	Communication Law	3
COMM 434	Advertising Production	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Electives		3
Hours		15
Spring		
Advertising Elective		3
COMM 450	Internship	3
COMM 453	Media Project Management	3
or COMM 464	or Advertising Campaigns Capstone	
COMM 497	Senior Capstone Seminar	3
Elective		3
Hours		15
Total Hours**		121

¹ Course offered in multiple subjects; cannot take course in first major subject.

² Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

* Students are encouraged to take ESAP 101 as a Free Elective.

** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.

Major Code: 2119
Concentration Code: ADVR
Revised: 05.10.2023