

B.A. Communication: Corporate Communication Emphasis, Advertising Track

Program Admissions Requirements

There are no program admission requirements for the B.A. in Communication, Corporate Communication emphasis, Advertising track.

General Education

The listing below includes program requirements that also fulfill General Education requirements.

Code	Title	Credits
Objective 1		6
Objective 2		3
Objective 3 - MATH 1123 Recommended ¹		3
Objective 4		6
Objective 5		7
Objective 6		6
Students must fulfill Objective 7 or Objective 8		3
Objective 7		
Objective 8		
Objective 9		3
Total Credits		37

¹ "P" courses are equivalent to the original course.

Major Requirements

Code	Title	Credits
Corporate Communication Core		
CMP 2202	Photo, Graphic, and Video Editing	3
CMP 2209	Persuasion	3
CMP 2231	Introduction to Graphic Design	3
CMP 3308	Groups and Communication	3
CMP 3309	Communication Inquiry	3
Advertising Track Required Courses		
CMP 1110	Media Writing	3
CMP 2261	Introduction to Advertising	3
CMP 3307	Introduction to Social Media	3
CMP 3365	Advertising Strategy and Copywriting	3
CMP 3367	Media Planning and Analytics	3
CMP 4465	Advertising Campaigns	3
Choose one of the following:		3
CMP 3336	Studio I: Typography and Digital Media	
CMP 4437	Illustration and Brand Identity	
Complete 9 credits from other course offerings in the CMP curriculum, at least 3 of which are at the 3000-level or above.		9
Total Credits		45

Degree Totals

Code	Title	Credits
	Program Admission Requirements	0
	General Education	37
	Major Requirements	45
	Upper Division Free Electives	15
	Free Electives	23
Total Credits		120

ISU Degree Requirements (<http://coursecat.isu.edu/undergraduate/degree requirements/>)

ISU General Education (<http://coursecat.isu.edu/undergraduate/academicinformation/generaleducation/>)

Major Academic Plan (MAP)