

Major Academic Plan for B.A. in Communication, Corporate Communication - Advertising Track

A Major Academic Plan (MAP) illustrates one way to complete a degree in a recommended number of semesters. Below is an example of an efficient and recommended plan, but actual plans will vary by individual student needs. Program requirements are based on Catalog Year.

Course Subject and Title	Credits	Min Grade	*Progr Elemer	**Whe Offerec	Prerequisite	Co Requisite
First Semester						
GE Objective 1: ENGL 1101	3	C-	GE		Appropriate placement score	
GE Objective 3	3		GE			
GE Objective 5: Lecture & Lab	4		GE			
CMP 2202 Photo, Graphic, and Video Editing	3			F, S		
Free Electives	2					
Semester Total	15					
Second Semester						
GE Objective 1: ENGL 1102	3	C-	GE		ENGL 1101 or equivalent	
GE Objective 2: COMM 1101	3		GE			
GE Objective 5	3		GE			
GE Objective 7 or 8	3		GE			
Free Electives	3					
Semester Total	15					
Third Semester						
GE Objective 4	3		GE			
CMP 2209 Persuasion	3			F, S		
CMP 2231 Introduction to Graphic Design	3			F, S		
CMP 2261 Introduction to Advertising	3			F		
Free Electives	3					
Semester Total	15					
Fourth Semester						
GE Objective 4	3		GE			

CMP 1110 Media Writing	3			F, S	ENGL 1101 or placement into ENGL 1102	
CMP 2201 Business and Professional Communication	3			F, S	COMM 1101.	
CMP 3367 Advertising Media Planning	3		UM	S	CMP 2261 or MKTG 2225	
Free Electives	3					
Semester Total	15					
Fifth Semester						
CMP 3308 Groups and Communication	3		UM	F		
CMP 3337				F	CMP 2231	
CMP 3365 Advertising Strategy and Copywriting	3		UM	F	CMP 1110, CMP 2261, AND CMP 2231 OR MKTG 2225	
Free Electives	6					
Semester Total	12					
Sixth Semester						
GE Objective 6	3		GE			
GE Objective 9	3		GE			
CMP 3309 Communication Inquiry	3		UM	S		
CMP 4465 Advertising Campaigns	3		UM	S	CMP 3365	
Free Elective	3					
Semester Total	15					
Seventh Semester						
GE Objective 6	3		GE			
Select one of the following courses: CMP 3307, CMP 3339, CMP 4475	3		UM			
Free Electives	3					

Upper Division Free Electives	6		UU			
Semester Total	15					
Eighth Semester						
CMP Track Elective (CMP 4460 suggested)	3					
Upper Division Free Electives	12		UU			
Semester Total	15					
Total	117					

* GE = General Education Objective, UU = Upper Division University, UM = Upper Division Major

** See Course Scheduling section of the Course Policies (<http://coursecat.isu.edu/undergraduate/academicinformation/coursepolicies>) page in the Undergraduate Catalog.

MAP Credit Summary	Credits
Major	45
General Education	37
Electives to reach 120 credits	38
Total	120