

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 4467 | Integrated Marketing Communication 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 | 6-12 |
| | Free Electives | 26-32 |
| 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) (<https://www.isu.edu/advising/maps/>)