

# Accelerated B.A. Communication, Corporate Communication Emphasis, Advertising Track

## Accelerated BA to MA Program

Students accepted into an accelerated undergraduate program may take departmentally approved graduate coursework as part of their undergraduate curriculum. These credits will count towards both their bachelor's and master's degrees and can fulfill major requirements, upper-division requirements, and/or free electives. For details on accelerated programs at Idaho State University, please see (Degree Requirements (<https://coursecat.isu.edu/undergraduate/degree requirements/>)).

Once accepted into an accelerated degree program, it is strongly recommended for students to stay in close communication with their advisor regarding pursuit of acceptance into the Graduate School and the master's degree program at Idaho State University. Acceptance into an accelerated program during the bachelor's degree program is the first step in the admissions process. A separate application to the Graduate School is necessary for all accelerated programs. For more information regarding application and admission to the Graduate School at Idaho State University, please see the Graduate Admissions section of the graduate catalog (<http://coursecat.isu.edu/graduate/graduateadmissions/>).

## Communication, Corporate Communication Emphasis, Advertising Track Accelerated Criteria

This accelerated program gives outstanding bachelor's degree students in Communication, Corporate Communication Emphasis, Advertising Track a "fast-track" option to pursue graduate-level coursework towards the Master in Arts degree during the last two semesters of undergraduate coursework and count up to 9 credits of that coursework towards completion of the bachelor's degree.

For details on application and admission into the Accelerated program, please see (Communication (<https://coursecat.isu.edu/undergraduate/artsandletters/communicationmediaandpersuasion/>)).

## 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 <sup>1</sup>		3
Objective 4		6
Objective 5		7
Objective 6		6
<b>Students must fulfill Objective 7 or Objective 8</b>		<b>3</b>
Objective 7		
Objective 8		
Objective 9		3
<b>Total Credits</b>		<b>37</b>

<sup>1</sup> "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 3309/5509	Communication Inquiry	3
<b>Advertising Track Required Courses</b>		
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
<b>Choose one of the following:</b>		<b>3</b>
CMP 3336	Studio I: Typography and Digital Media	
CMP 4437	Illustration and Brand Identity	
<b>Complete 9 credits from other course offerings in the CMP curriculum, at least 3 of which are at the 3000-level or above.</b>		<b>9</b>
<b>Students in the accelerated BA to MA program can use a total of nine credits of 5000/6000-level graduate coursework from the Communication, Media, &amp; Persuasion Department in any of these three areas:</b>		
Upper division Core Courses		
Upper division Electives		
Upper division Required Track Courses		
<b>Total Credits</b>		<b>45</b>

## Degree Totals

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

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/>)

**Master of Arts in Communication (<https://coursecat.isu.edu/graduate/artsandletters/communicationmediaandpersuasion/macommunication/>)**