

# 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 <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
<b>Corporate Communication Core</b>		
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
<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>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)