



Degree Plan

ADVERTISING AND MARKETING COMMUNICATIONS (BA)

Student: _____ Student ID: _____ Phone #: _____ Email: _____

Address: _____ City: _____ State: _____ Zip: _____

Beginning Term: _____ Anticipated Completion: _____

Estimated Transfer Credits: _____	Estimated Webster Credits: _____	Total Credit Hours: _____ <ul style="list-style-type: none"> • Transfer Credits + Webster Credits • Minimum of 120 hours
core requirements: _____	core requirements: _____	
GCP courses: _____	GCP courses: _____	
electives: _____	electives: _____	

REQUIRED CORE COURSES (54 hours)						
Course	Hrs	Pre-requisite	Term	Year	Grade	Transfer
MEDC 1010 Intro. to Mass Communications	3 sh		--			
MEDC 1050 Introduction to Media Writing	3 sh		--			
ADVT 1940 Introduction to Marketing Communications	3 sh		--			
PBRL 1010 Fundamentals of Strategic Communications and Public Relations	3 sh		--			
ADVT 2350 Introduction to Visual Communication for Advert. And P. Relations	3 sh		--			
MEDC 2200 Ethics in the Media	3 sh	MEDC 1010 or MEDC 1630	--			
ADVT 2550 Creative Strategies for Advertising	3 sh	MNGT 3510 or ADVT 1940 and MEDC 1050	--			
ADVT 2910 Writing for Advertising	3 sh	MNGT 3510 and ADVT 2550	--			
ADVT 3500 Visual Communication for Advertising and Public Relations	3 sh	INTM 2350 or ADVT 2350	--			
MNGT 2500 Marketing	3 sh		--			
MNGT 3510 Advertising	3 sh		--			
ADVT 4040 Advertising Production (Print, Television, Radio, or Internet)	3 sh	ADVT 1940 or MNGT 3510; ADVT 2550; INTM 2350 or ADVT 2350 and ADVT 3500	--			
MEDC 4100 The Law and the Media	3 sh	Junior or senior standing	--			
MDST 3300 Media Law, Ethics and Policy	3 sh					
ADVT 4190 Advertising Research	3 sh	MNGT 3510	--			
ADVT 4910 Advertising Campaign Production	3 – 6 sh	Instructor Permission	--			
MEDC 4950 Internship (Capstone Course)	3 sh	Senior Standing	--			
OR			--			
ADVT 4620 Senior Overview	3-6 sh	Senior Standing	--			
In addition, a minimum of 6 credit hours are to be chosen from the following:						

ADVT 3150 Topics: Advertising	1-3 sh		--			
ADVT 3910 International Advertising	3 sh	MNGT 3510	--			
ADVT 4200 Media Planning, Buying and Selling	3 sh	MNGT 3510	--			
ADVT 4700 Professional Development in Advertising and Marketing Communications	3 sh	Advertising/Marketing Communications Major and senior standing	--			
ART 3050 Topics in Studio Art	3 sh	Instructor Permission	--			
COAP 3010 Advanced Applications Topics: Advanced Desktop Publishing	3 sh		--			
PHOT 3190 Digital Photographic Imaging	3 sh		--			
PBRL 2920 Writing for Public Relations	3 sh	MEDC 1050, JOUR 1030 and PBRL 1010	--			
PBRL 4050 Special Events	3 sh	PBRL 1010	--			
PBRL 4250 Media Relations	3 sh	PBRL 1010	--			
PBRL 4920 Public Relations Campaign	3 sh	PBRL 1010	--			
			--			

GLOBAL CITIZENSHIP PROGRAM (minimum 30 hours)										
FIRST YEAR SEMINAR (3 hours)	Hrs	Term	Year	Grade	Transfer					
	3sh	--								
KNOWLEDGE AREAS (24 hours)	SKILLS AREAS*									
	WCOM	OCOM	CRI	INTC	ETH	Hrs	Term	Year	Grade	Transfer
Roots of Cultures**	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
Social Systems & Human Behaviors**										
	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
Physical & Natural World										
	--	--	--	--	--	3sh	--			
Global Understanding										
	--	--	--	--	--	3sh	--			
Arts Appreciation										
	--	--	--	--	--	3sh	--			
Quantitative Literacy										
	--	--	--	--	--	3sh	--			
Skills Courses not associated with Knowledge Areas (optional)										

	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
KEYSTONE SEMINAR (3 hours)	Hrs	Term	Year	Grade		Transfer				
	3sh	--								

NOTE: In addition to the First Year and Keystone Seminars, students must complete *all 5 Skills Requirements within or in addition* to fulfilling each Knowledge Area. Courses with a grade of C- or better will satisfy GCP requirements.

Skills Areas: WCOM = Written Communication OCOM = Oral Communication ETH = Ethical Reasoning
 CRI = Critical Thinking INTC = Intercultural Competence

****NOTE:** Courses must have two different prefixes.

ELECTIVE COURSES					
TOTAL ELECTIVE TRANSFER HOURS					
REMAINING ELECTIVE HOURS					
Course	Hrs	Pre-Requisite	Term	Year	Grade
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			--		
			--		
			--		
			--		
			--		
			--		
			--		
			--		

COMMENTS:

- Pending official transcripts, course descriptions and administrative approval.
- You may change the recommended course sequence as needed as long as you do not take any course before or with its prerequisite(s).
- Not all courses are offered at all sites each term. Check with the site for the current rotation schedule as course schedules are subject to change.
- Transfer credit may apply as general education courses, elective courses or core course substitutions (if the courses are substantively the same as Webster core courses).
- This program plan is not a substitute for application, registration, transfer of credit or core course substitution requests. All other required forms must be filed in addition to this program plan.
- Signature on this program plan does not imply commitment for application or registration.

Advisor _____ Student _____

Phone:
 Fax: 314-968-7166
 Email:

Date Advised: