### BA in Communications: Advertising (483630) MAP Sheet

**Fine Arts and Communications, School of Communications**

For students entering the degree program during the 2020-2021 curricular year.

This is a limited-enrollment program requiring school admissions approval. Please see the college advisement center for information on requirements to enter this program.

Admission to degree program: Admission is obtained by application after completion of prerequisite courses and achieving a B grade or higher. Students will have two opportunities to apply to their program of choice—one in Sept. and one in Jan. Please refer to the school’s website (http://comms.byu.edu/) for additional application instructions. Please contact the School of Communications or college advisement center (801-422-3777) for more information.

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#### University Core and Graduation Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>#Classes</th>
<th>Hours</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Religion Cornerstones</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
<td>1</td>
<td>2.0</td>
<td>REL A 275</td>
</tr>
<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
<td>1</td>
<td>2.0</td>
<td>REL A 250</td>
</tr>
<tr>
<td>Foundations of the Restoration</td>
<td>1</td>
<td>2.0</td>
<td>REL C 225</td>
</tr>
<tr>
<td>The Eternal Family</td>
<td>1</td>
<td>2.0</td>
<td>REL C 200</td>
</tr>
<tr>
<td><strong>The Individual and Society</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Heritage</td>
<td>1-2</td>
<td>3-6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Global and Cultural Awareness</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td><strong>Skills</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Year Writing</td>
<td>1</td>
<td>3.0</td>
<td>WRTG 150*</td>
</tr>
<tr>
<td>Advanced Written and Oral Communications</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Quantitative Reasoning</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Languages of Learning (Math or Language)</td>
<td>1</td>
<td>3-4.0</td>
<td>from approved list</td>
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<tr>
<td><strong>Arts, Letters, and Sciences</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Civilization 1</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Civilization 2</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Arts</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Letters</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Biological Science</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Physical Science</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Social Science</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
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</tbody>
</table>

**Core Enrichment: Electives**
- Religion Electives 3-4 6.0 from approved list
- Open Electives Variable Variable personal choice

**Note:** These classes fill both University Core and Major requirements (3 hours overlap)

#### Graduation Requirements:
- Minimum residence hours required 30.0
- Minimum hours needed to graduate 120.0

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#### Suggested Sequence of Courses

<table>
<thead>
<tr>
<th>Semester</th>
<th>1st Semester</th>
<th>2nd Semester</th>
<th>3rd Semester</th>
<th>4th Semester</th>
<th>5th Semester</th>
<th>6th Semester</th>
<th>7th Semester</th>
<th>8th Semester</th>
<th>Total Hours</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>WRTG 150*</td>
<td>COMMS 101</td>
<td>COMMS 230</td>
<td>COMMS 300</td>
<td>COMMS 304</td>
<td>COMMS 330 or 377</td>
<td>COMMS 331 or 377</td>
<td>COMMS 337</td>
<td>15.0</td>
</tr>
<tr>
<td></td>
<td>Religion Cornerstone course</td>
<td>General Education courses and/or general electives</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Total Hours</td>
<td>3.0</td>
<td>2.0</td>
<td>2.0</td>
<td>2.0</td>
<td>3.0</td>
<td>3.0</td>
<td>3.0</td>
<td>15.0</td>
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</tbody>
</table>

**Freshman Year**

**Sophomore Year**

**Junior Year**

**Senior Year**

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**Note:** Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year. Taking fewer credits substantially increases the cost and the number of semesters to graduate.
All students must take a campus writing course before applying for admission to the major. The following writing course fills this requirement and satisfies the GE First-Year Writing requirement: WRTG 150. AP credit does not fulfill this requirement. Note: Students must receive a B grade or better to be eligible to apply for admission to the program.

**REQUIREMENT 1** Complete 3 courses

**NOTE:** STUDENTS MUST RECEIVE A B GRADE OR BETTER IN EACH COURSE TO BE ELIGIBLE TO APPLY FOR ADMISSION TO THE PROGRAM.

- COMM 101 - Mass Communication and Society 3.0
- COMM 230 - Introduction to Advertising 3.0
- WRTG 150 - Writing and Rhetoric 3.0

Apply to the major.

**REQUIREMENT 2** Complete 2 courses

**THESE COURSES MAY BE TAKEN DURING THE SEMESTER IN WHICH STUDENTS APPLY FOR ADMISSION TO THE MAJOR.**

- COMM 300 - Media Law and Responsibility 3.0
- COMM 304 - Media Ethics: Ethical Decision Making in a Diverse Society 3.0

**REQUIREMENT 3** Complete 1 course

**AFTER ADMISSION TO THE MAJOR, COMPLETE THE FOLLOWING:**

- COMM 309 - Account Planning Management 3.0

**REQUIREMENT 4** Complete 2 courses

- COMM 310 - Writing Branded Content 1.5
- COMM 311 - Writing for News Media 1.5
- COMM 312 - Digital Media Production 1.5
- COMM 313 - Media Design and Graphics 1.5
- COMM 314 - Intro to Social Media Management 1.5
- COMM 315 - Intro to SEO and Analytics 1.5
- COMM 316 - Intro to Social Promotion 1.5

**REQUIREMENT 5** Complete 2 courses

- COMM 301 - Mass Media History and Philosophy 3.0
- COMM 302 - Popular Culture and Media 3.0
- COMM 351 - Media and Their Audiences 3.0
- COMM 360 - Communication Management Principles and Theory 3.0
- COMM 381 - International Media Systems 3.0
- COMM 382 - Issues in Global Communication 3.0
- COMM 406 - Media and the First Amendment 3.0
- COMM 411 - Media Effects 3.0
- COMM 416 - Media Advocacy and Social Change 3.0
- COMM 426 - Persuasion in the Media Age 3.0
- COMM 480 - Media Ethics and Moral Reasoning 3.0

**REQUIREMENT 6** Complete 1 option

**COMPLETE ONE OF THE FOLLOWING TRACKS:**

**A. MANAGEMENT TRACK:**

- GROUP 6.1.1 Complete 5 courses
  - COMM 337 - Advertising Account Management 3.0
  - COMM 372 - Marketing Media Planning and Strategy 3.0
  - COMM 417 - Advertising Research Methods 3.0
  - COMM 489 - Strategic Advertising Campaigns 3.0
  - MKTG 201 - Marketing Management 3.0

**OPTION 6.2 Complete 2 groups**

**B. CREATIVE TRACK:**

- GROUP 6.2.1 Complete 1 course
  - COMPLETE THE FOLLOWING AND THEN SUBMIT PORTFOLIO:
  - COMM 330 - Creating Advertising Concepts - Portfolio 1 3.0

- GROUP 6.2.2 Complete 3 courses
  - COMM 331 - Creating Advertising Concepts - Portfolio 2 3.0
  - COMM 433 - Advanced Advertising Concepting - Portfolio 3 3.0
  - COMM 489 - Strategic Advertising Campaigns 3.0

Note: Students will be admitted to the creative track each year based on an application process including submitting a portfolio. Portfolios must be submitted to the department’s main office by the twelfth week of fall semester. Late portfolios will not be considered. It will take from four to five semesters to complete the design minor.

Students interested in this track should take Comms 330 as soon as possible, as a prerequisite to applying to the creative track.

**REQUIREMENT 7** Complete 1 option

**INTERNSHIP:**

After consulting with an advisor, complete an internship in conjunction with 4 hours of the following:

- OPTION 7.1 Complete 4.0 hours from the following course(s)
  - COMM 496R - Academic Internship 6.0

Note: A C+ grade or better in the following prerequisite courses must be achieved before the internship experience: (1) Management track: Comm 309, 337, 372. (2) Creative track: Comm 309, 330, 331.

**REQUIREMENT 8**

Complete a minimum of 72 hours in courses outside of the department while meeting BYU’s University Core requirements.

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**GENERAL INFORMATION:**

Working under faculty direction, students in the school edit and publish the Daily Universe as a laboratory newspaper for the campus, produce daily television newscasts that air on the local BYU TV station and are streamed online, produce content for universe. byu.edu, plan advertising and public relations campaigns, solve media sales and management problems, and use “new media” in diverse situations. The School of Communications sponsors the International Media Studies Program, which seeks to broaden students' awareness of worldwide communications issues and practices. Not only do students have opportunity to study the media systems of other nations through classes and on-site experiences, but media practitioners of other nations are also brought to campus as lecturers and visiting experts.

The school encourages early admission. Students who enroll in Comms 101, 230, and complete the English requirement can apply to the major as early as the second semester of their freshman year.

**SCHOOL REQUIREMENTS:**

1. Each student must be Pre-Comms in order to apply to the major. Contact the college advisement center for admission requirements, or comms.byu.edu.
2. All students must take a campus writing course before applying for admission to the major. WRTG 150 or any Advanced Writing Course fulfills this requirement. AP credit does not.
3. Complete a minimum of 72 hours in courses outside of the department, while meeting BYU’s University Core requirements.
4. Every student is required to complete an internship. Although the school operates an internship office (280 Brimhall Building) that serves as a clearinghouse for internship information, the responsibility for securing an internship rests with the student. However, students may not embark on any internship without prior approval from a faculty advisor, before processing appropriate documents with the Internship Office (280 BRMB), and without being enrolled in Comm 496R.
<table>
<thead>
<tr>
<th>BA in Communications: Advertising (483630) 2020-2021</th>
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<tbody>
<tr>
<td>5. In certain courses, students will be required to demonstrate proficiency in InDesign, Adobe Photoshop and Adobe Illustrator by portfolio review. See the School of Communications in 360 BRMB.</td>
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<tr>
<td>6. For program objectives, please see: learningoutcomes.byu.edu.</td>
</tr>
</tbody>
</table>

**THE DISCIPLINE:**

Communications majors who choose advertising as their emphasis will receive a firm grasp of communication theory and principles, strategic planning and creative problem-solving and be prepared for entry-level positions in advertising agencies. Advertising students will learn research methods to gather insights, write and present messaging strategies and ideate creative solutions to answer the needs of specific target audiences. Creative track students will develop concepting and executions skills to make advertisements for all current media channels. Management track students will perform qualitative and quantitative research, collect and analyze data, learn to evaluate campaign messages and develop effective strategy briefs and media plans. All advertising students will prepare portfolios required for entry-level careers in the advertising field.

In addition, students will have the opportunity to participate in the BYU AdLab, a student-run professionally mentored advertising agency, which works with national brands as clients to help students cement theories learned in class by applying them in practice.

**CAREER OPPORTUNITIES:**

This field provides career opportunities in advertising, media management, and advertising media sales as well as in its creative, research, media planning, and management functions.

**OFF-CAMPUS PROFESSIONAL INTERNSHIPS:**

Internships must be arranged with the approval of students’ faculty advisors. Students are required to complete 280 hours on an internship. Such an internship must be under the supervision of a fulltime advertising practitioner. Prerequisites for the internship are Management Track: Comms 309, 337 and 372. Creative Track: Comms 309, 330 and 331. Internships on campus must be specifically approved by the faculty advisor well in advance. Not all campus internships fill the requirement.

**FACULTY ADVISOR:**

Check with the School of Communications, 360 BRMB, to be assigned to a faculty advisor.

**MAP DISCLAIMER**

While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.

**DEPARTMENT INFORMATION**

School of Communications
360 Brimhall Building
Brigham Young University
Provo, UT 84602
Telephone: 801-422-2997

**ADVISMENT CENTER INFORMATION**

College of Fine Arts & Communications Advisement Center
D-444 Harris Fine Arts Center
Brigham Young University
Provo, UT 84602
Telephone: 801-422-3777
Email: cfacadvise@byu.edu
Website: cfacadvise.byu.edu

Students must have C- or better in all internship prerequisite classes.