For students entering the degree program during the 2022-2023 curricular year.

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.

This is a limited-enrollment program requiring school admissions approval.

BA in Communications: Advertising (483630) MAP Sheet
Fine Arts and Communications, School of Communications

For students entering the degree program during the 2022-2023 curricular year.

**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>
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<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
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<td>REL A 275</td>
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<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
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<td>2.0</td>
<td>REL A 250</td>
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<tr>
<td>Foundations of the Restoration</td>
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<td>2.0</td>
<td>REL C 225</td>
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<tr>
<td>The Eternal Family</td>
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<td>REL C 200</td>
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<tr>
<td><strong>The Individual and Society</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>American Heritage</td>
<td>1-2</td>
<td>3.0-6.0</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>Arts, Letters, and Sciences</strong></td>
<td></td>
<td></td>
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</tr>
<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>
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<td>3.0</td>
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<tr>
<td>Letters</td>
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<tr>
<td>Biological Science</td>
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<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Physical Science</td>
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<td>from approved list</td>
</tr>
<tr>
<td>Social Science</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td><strong>Core Enrichment: Electives</strong></td>
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<tr>
<td>Religion Electives</td>
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<td>6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Open Electives</td>
<td>Variable</td>
<td>Variable</td>
<td>personal choice</td>
</tr>
<tr>
<td><em>T**Hese Classes Fill Both University Core and Major Requirements (3 hours overlap)</em></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Graduation Requirements:**

- Minimum residence hours required
  - 30.0
- Minimum hours needed to graduate
  - 120.0

### FRESHMAN YEAR

**1st Semester**

- WRTG 150* 3.0
- COMMS 101 3.0
- Religion Cornerstone course 2.0
- General Education courses and/or general electives 7.0
- Total Hours 15.0

**2nd Semester**

- American Heritage 3.0
- COMMS 230 3.0
- Religion Cornerstone course 2.0
- General Education course and/or general electives 7.0
- Total Hours 15.0

**SOPHOMORE YEAR**

**3rd Semester**

- COMMS 300 3.0
- COMMS 304 3.0
- Religion Cornerstone course 2.0
- General Education courses and/or general electives 7.0
- Total Hours 15.0

**Apply to the major in September or January, after taking the prerequisites and passing them with a "B" or better.**

**4th Semester**

- COMMS elective 3.0
- Religion Cornerstone course 2.0
- General Education courses and/or general electives 4.0
- WRTG 201 3.0
- Total Hours 12.0

**Spring/Summer**

- *COMMS 309 3.0
- COMMS elective 3.0
- Total Hours 6.0

Comms 309 must be taken in the first spring term after you are admitted or your program will be delayed 1 year.

### JUNIOR YEAR

**4th Semester**

- *COMMS 330 or 337 3.0
- Religion elective 2.0
- General Education courses and/or general electives 10.0
- Total Hours 15.0

*If you’re applying to the Creative Track, take Comms 330. If you don’t get accepted into the Creative Track, you are automatically in the Strategy Track and you must take Comms 317 the next semester with the required management class of Comms 337.

**5th Semester**

- *COMMS 311 or 337 (and 317) 3.0
- COMMS elective 3.0
- Religion elective 2.0
- General Education courses and/or general electives 4.0
- **COMMS 371R 3.0
- Total Hours 15.0

**Spring/Summer**

*COMMS 371R or mentored experience 3.0

**Total Hours 3.0

*Creative Track students will take Comms 331, winter semester; Strategy Track students will take Comms 337 winter semester plus Comms 317 if they haven’t already taken it.

Creative students will work in the AdLab and go on the Study Abroad.

**Strategy students who have had Comms 309, 317 and 317 should do their internship during spring/summer.

### SENIOR YEAR

**7th Semester**

- COMMS 433 or 372 3.0
- COMMS elective 3.0
- Religion elective 2.0
- General Education courses and/or general electives 4.0
- **COMMS 371R 3.0
- Total Hours 15.0

*Comms 371R must be taken once before graduation and various sections will be offered from this semester on. **Strategy students who get accepted into the Creative Track, you are automatically in the Strategy Track and you must take Comms 317 the next semester with the required management class of Comms 337.

**8th Semester**

- COMMS 489 3.0
- General Education courses and/or general electives 6.0
- **COMMS 371R 3.0
- Total Hours 12.0

**Spring/Summer**

- COMMS 496R or mentored experience 3.0
- Total Hours 3.0

*Comms 371R must be taken once before graduation and various sections will be offered.*
**BA in Communications: Advertising (483630)**

**2022-2023 Program Requirements (42 - 45 Credit Hours)**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REQUIREMENT 1</strong></td>
<td>Complete 3 courses</td>
<td></td>
</tr>
<tr>
<td><strong>REQUIREMENT 2</strong></td>
<td>Complete 2 courses</td>
<td></td>
</tr>
<tr>
<td><strong>REQUIREMENT 3</strong></td>
<td>Complete 1 course</td>
<td></td>
</tr>
<tr>
<td><strong>REQUIREMENT 4</strong></td>
<td>Complete 4 course</td>
<td></td>
</tr>
<tr>
<td><strong>REQUIREMENT 5</strong></td>
<td>Complete 2 courses</td>
<td></td>
</tr>
<tr>
<td><strong>REQUIREMENT 6</strong></td>
<td>Complete 1 course</td>
<td></td>
</tr>
<tr>
<td><strong>REQUIREMENT 7</strong></td>
<td>Complete 3.0 hours from the following course(s)</td>
<td></td>
</tr>
<tr>
<td><strong>REQUIREMENT 8</strong></td>
<td>Complete 3.0 hours from the following course(s)</td>
<td></td>
</tr>
</tbody>
</table>

**OPTION 6.1** Complete 1 group

**A. ADVERTISING STRATEGY TRACK:**

- COMMS 317: Advertising Research Methods 3.0
- COMMS 337: Advertising Account Management 3.0
- COMMS 372: Marketing Media Planning and Strategy 3.0
- COMMS 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

- COMMS 330: Creating Advertising Concepts - Portfolio 1 3.0

**GROUP 6.2.2** Complete 3 courses

- COMMS 331: Creating Advertising Concepts - Portfolio 2 3.0
- COMMS 433: Advanced Advertising Concepting - Portfolio 3 3.0
- COMMS 489: Strategic Advertising Campaigns 3.0

**Option 7.1 Complete 3.0 hours from the following course(s)**

**INTERNSHIP IN CONJUNCTION WITH 3 HOURS OF THE FOLLOWING:**

- COMMS 496R - Academic Internship 6.0v

**Option 7.2 Complete 3.0 hours from the following course(s)**

**FACULTY MENTORED RESEARCH PRACTICUM:**

- COMMS 497R - Mentored Research Practicum 3.0

**Option 7.3 Complete 3.0 hours from the following course(s)**

**FACULTY MENTORED PROJECTS IN COMMUNICATION:**

- COMMS 498R - Projects in Communications 4.0v

**Option 7.4 Complete 3.0 hours from the following course(s)**

**SCHOOL OF COMMUNICATIONS LABS:**

- COMMS 491R - Student Media Labs 3.0v

**Option 7.5 Complete 3.0 hours from the following course(s)**

**FACULTY MENTORED PROJECTS IN COMMUNICATION:**

- COMMS 499R - Projects in Communications 4.0v

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**NOTES:**

- Students must receive a B grade or better to be eligible for admission to the program.
- AP credit does not fulfill this requirement. Note: Students must receive a B grade or better and satisfies the GE First-Year Writing requirement: Wrtg 150.
- All students must take a campus writing course before applying for admission to the program.
- These courses may be taken during the semester in which students apply for admission to the major.
- After admission to the major, complete the following:

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**GROUP 6.1.1 Complete 5 courses**

- COMMS 317: Advertising Research Methods 3.0
- COMMS 337: Advertising Account Management 3.0
- COMMS 372: Marketing Media Planning and Strategy 3.0
- COMMS 489: Strategic Advertising Campaigns 3.0
- MKTG 201: Marketing Management 3.0

**Option 7.1 Complete 3.0 hours from the following course(s)**

**INTERNSHIP IN CONJUNCTION WITH 3 HOURS OF THE FOLLOWING:**

- COMMS 496R - Academic Internship 6.0v

**Option 7.2 Complete 3.0 hours from the following course(s)**

**FACULTY MENTORED RESEARCH PRACTICUM:**

- COMMS 497R - Mentored Research Practicum 3.0v

**Option 7.3 Complete 3.0 hours from the following course(s)**

**FACULTY MENTORED PROJECTS IN COMMUNICATION:**

- COMMS 498R - Projects in Communications 4.0v

**Option 7.4 Complete 3.0 hours from the following course(s)**

**SCHOOL OF COMMUNICATIONS LABS:**

- COMMS 491R - Student Media Labs 3.0v

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**NOTES:**

- Students must receive a B grade or better in each course to be eligible to apply for admission to the program.
- Students will be considered for admission to the creative track each year based on their application, the successful completion of Comms 230 and the submission of a portfolio.

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**REQUIREMENTS**

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

- COMMS 309: Account Planning Management 3.0
- COMMS 371R: Special Topics in Advertising 3.0
- COMMS 376: Media History and Philosophy 3.0
- COMMS 377: Popular Culture and Media 3.0
- COMMS 378: Media and Their Audiences 3.0
- COMMS 380: Communication Management Principles and Theory 3.0
- COMMS 381: International Media Systems 3.0
- COMMS 382: Issues in Global Communication 3.0
- COMMS 406: Media and the First Amendment 3.0
- COMMS 411: Media Ethics 3.0
- COMMS 416: Media Advocacy and Social Change 3.0
- COMMS 426: Persuasion in the Media Age 3.0
- COMMS 430: Media Ethics and Moral Reasoning 3.0
- COMMS 431: Gender, Race, and Class in the Media 3.0
- COMMS 432: Media and World Religions 3.0

**REQUIREMENT 6 Complete 1 option**

**COMPLETE ONE OF THE FOLLOWING TRACKS:**

**OPTION 6.1 Complete 1 group**

**GROUP 6.1.1 Complete 5 courses**

- COMMS 317: Advertising Research Methods 3.0
- COMMS 337: Advertising Account Management 3.0
- COMMS 372: Marketing Media Planning and Strategy 3.0
- COMMS 489: Strategic Advertising Campaigns 3.0
- MKTG 201: Marketing Management 3.0

**OPTION 6.2 Complete 2 groups**

**GROUP 6.2.1 Complete 1 course**

- COMMS 330: Creating Advertising Concepts - Portfolio 1 3.0

**GROUP 6.2.2 Complete 3 courses**

- COMMS 331: Creating Advertising Concepts - Portfolio 2 3.0
- COMMS 433: Advanced Advertising Concepting - Portfolio 3 3.0
- COMMS 489: Strategic Advertising Campaigns 3.0

**Option 7.1 Complete 3.0 hours from the following course(s)**

**INTERNSHIP IN CONJUNCTION WITH 3 HOURS OF THE FOLLOWING:**

- COMMS 496R - Academic Internship 6.0v

**Option 7.2 Complete 3.0 hours from the following course(s)**

**FACULTY MENTORED RESEARCH PRACTICUM:**

- COMMS 497R - Mentored Research Practicum 3.0

**Option 7.3 Complete 3.0 hours from the following course(s)**

**FACULTY MENTORED PROJECTS IN COMMUNICATION:**

- COMMS 498R - Projects in Communications 4.0v

**Option 7.4 Complete 3.0 hours from the following course(s)**

**SCHOOL OF COMMUNICATIONS LABS:**

- COMMS 491R - Student Media Labs 3.0v

**Option 7.5 Complete 3.0 hours from the following course(s)**

**FACULTY MENTORED PROJECTS IN COMMUNICATION:**

- COMMS 499R - Projects in Communications 4.0v

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**REQUIREMENT 8 Complete a minimum of 72 hours in courses outside of the department while meeting BYU’s University Core requirements.**
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 or an equivalent approved supervised experience.
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.

6. For program objectives, please see: learningoutcomes.byu.edu.

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 execution skills to make advertisements for all current media channels. Strategy 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 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, a variety of ad agency roles including: creative, research, media planning, and management functions.

OFF-CAMPUS PROFESSIONAL INTERNSHIPS:
Internships must be arranged with the approval of students’ faculty advisors. Such an internship must be under the supervision of a fulltime advertising practitioner. Prerequisites for the internship are Strategy Track: Comms 309, 317 and 337. 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. Students must have C– or better in all internship prerequisite courses. For more information please refer to the internship website: comms.byu.edu/internships-careers/

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: 801-422-3777
Email: cfacadvise@byu.edu
Website: cfacadvise.byu.edu

ADVISEMENT 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