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

Fine Arts and Communications, School of Communications

For students entering the degree program during the 2019-2020 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.

<table>
<thead>
<tr>
<th>Core Enrichment: Electives</th>
<th>Requirements</th>
<th>#Classes</th>
<th>Hours</th>
<th>Classes</th>
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<tbody>
<tr>
<td>Religion Electives</td>
<td>3-4</td>
<td>6.0</td>
<td>from approved list</td>
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<tr>
<td>Open Electives</td>
<td>Variable</td>
<td>Variable</td>
<td>personal choice</td>
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</tbody>
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* 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

#### FRESHMAN YEAR

**1st Semester**

- First-year Writing* 3.0
- COMMS 101 3.0
- Religion Cornerstone course 2.0
- General Education courses, university requirements, and/or general electives 7.0
- **Total Hours** 15.0

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**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

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**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

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**4th Semester**

- **COMMS 309** 3.0
- **COMMS 310** 1.5
- **COMMS term class** 1.5
- BUS M 241 3.0
- Religion elective 2.0
- General Education courses, university requirements, and/or general electives 4.0
- **Total Hours** 15.0

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**Spring/Summer**

- **COMMS 417** 3.0
- **COMMS 496R** 4.0
- **COMMS 496R** 2.0
- **COMMS 496R** 3.0
- **Total Hours** 7.0

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#### Junior Year

**5th Semester**

- **COMMS 330** 3.0
- **COMMS elective** 3.0
- Religion elective 2.0
- General Education courses, university requirements, and/or general electives 7.0
- **Total Hours** 15.0

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**6th Semester**

- **COMMS 331** 3.0
- **COMMS elective** 3.0
- **COMMS elective** 2.0
- **COMMS elective** 3.0
- **Total Hours** 7.0

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#### Senior Year

**7th Semester**

- **COMMS 437** 3.0
- **COMMS 496R** 3.0
- Religion elective 2.0
- General Education courses, university requirements, and/or general electives 7.0
- **Total Hours** 15.0

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**8th Semester**

- **COMMS 489** 3.0
- **COMMS 496R** 4.0
- **COMMS 496R** 2.0
- **COMMS 496R** 3.0
- **Total Hours** 15.0

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Note: Students admitted into the Advertising emphasis will be asked to pay a $75 annual AdLab fee which will allow them to join the AAF student chapter. 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.
**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.

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

Apply to the major.

**REQUIREMENT 2** Complete 2 courses

**STUDENTS APPLY FOR ADMISSION TO THE MAJOR.**

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

Apply to the major.

**REQUIREMENT 3** Complete 1 course

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

- COMMS 309 - Account Planning Management 3.0

**REQUIREMENT 4** Complete 2 courses

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

**REQUIREMENT 5** Complete 2 courses

- COMMS 301 - Mass Media History and Philosophy 3.0
- COMMS 302 - Popular Culture and Media 3.0
- COMMS 351 - Media and Their Audiences 3.0
- COMMS 360 - 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 Effects 3.0
- COMMS 416 - Media Advocacy and Social Change 3.0
- COMMS 426 - Persuasion in the Media Age 3.0
- COMMS 480 - Media Ethics and Moral Reasoning 3.0
- COMMS 481 - Gender, Race, and Class in the Media 3.0
- COMMS 482 - Media and World Religions 3.0

**REQUIREMENT 6** Complete 1 option

**COMPLETE ONE OF THE FOLLOWING TRACKS:**

**OPTION 6.1** Complete 1 group

**A. MANAGEMENT TRACK:**

- **GROUP 6.1.1** Complete 5 courses
  - COMMS 337 - Advertising Account Management 3.0
  - COMMS 372 - Marketing Media Planning and Strategy 3.0
  - COMMS 417 - Advertising Research Methods 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
  - **COMPLETE THE FOLLOWING AND THEN SUBMIT PORTFOLIO:**
  - 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

And complete a minor in advertising design (15 hours) (for art directors in the creative track only).

**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)
  - COMMS 496R - Academic Internship 6.0v
  - You may take up to 4 credit hours.

**Note:** A C- grade or better in the following prerequisite courses must be achieved before the internship experience: (1) Management track: Comms 309, 337, 372. (2) Creative track: Comms 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 Universe as a laboratory newspaper for the campus, produce daily television newscasts on KBYU-TV, produce universe. byu.edu for the Internet, 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
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**2019-2020**

being enrolled in Comms 496R.
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 and analyze data, write and present messaging strategies and ideate creative solutions to answer the needs of specific target audiences. Creative track students will develop concep ting 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. Students must have C– or better in all internship prerequisite classes.

**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

**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