BA in Communications: Advertising (483630) MAP Sheet

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

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.

Fine Arts and Communications, School of Communications

Minimum residence hours required 30.0
Minimum hours needed to graduate 120.0

Graduation Requirements:

<table>
<thead>
<tr>
<th>University Core and Graduation Requirements</th>
<th>Suggested Sequence of Courses</th>
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</thead>
<tbody>
<tr>
<td><strong>University Core Requirements:</strong></td>
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<tr>
<td>Requirements</td>
<td>#Classes Hours Classes</td>
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<tr>
<td>Religion Cornerstones</td>
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<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
<td>1 2.0 REL A 275</td>
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<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
<td>1 2.0 REL A 250</td>
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<td>Foundations of the Restoration</td>
<td>1 2.0 REL C 225</td>
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<tr>
<td>The Eternal Family</td>
<td>1 2.0 REL C 200</td>
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<td>The Individual and Society</td>
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<tr>
<td>American Heritage</td>
<td>1-2 3.0-6.0 from approved list</td>
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<tr>
<td>Global and Cultural Awareness</td>
<td>1 3.0 from approved list</td>
</tr>
<tr>
<td><strong>Skills</strong></td>
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<tr>
<td>First Year Writing</td>
<td>1 3.0 WRTG 150*</td>
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<tr>
<td>Advanced Written and Oral Communications</td>
<td>1 3.0 from approved list</td>
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<tr>
<td>Quantitative Reasoning</td>
<td>1 3.4 from approved list</td>
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<tr>
<td>Languages of Learning (Math or Language)</td>
<td>1 3.4 from approved list</td>
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<tr>
<td><strong>Arts, Letters, and Sciences</strong></td>
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<tr>
<td>Civilization 1</td>
<td>1 3.0 from approved list</td>
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<tr>
<td>Civilization 2</td>
<td>1 3.0 from approved list</td>
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<tr>
<td>Arts</td>
<td>1 3.0 from approved list</td>
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<td>Letters</td>
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<tr>
<td>Biological Science</td>
<td>1 3.4-6.0 from approved list</td>
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<tr>
<td>Physical Science</td>
<td>1 3.0 from approved list</td>
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<tr>
<td>Social Science</td>
<td>1 3.0 from approved list</td>
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<tr>
<td><strong>Core Enrichment: Electives</strong></td>
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<tr>
<td>Religion Electives</td>
<td>3-4 6.0 from approved list</td>
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<tr>
<td>Open Electives</td>
<td>Variable Variable personal choice</td>
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<tr>
<td><strong>Graduation Requirements:</strong></td>
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<tr>
<td>Minimum residence hours required</td>
<td>30.0</td>
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<td>Minimum hours needed to graduate</td>
<td>120.0</td>
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</tbody>
</table>

FRESHMAN YEAR

1st Semester
- WRTG 150* 3.0
- COMM 101 3.0
- Religion Cornerstone course 2.0
- Total Hours 15.0

2nd Semester
- American Heritage 3.0
- COMM 230 3.0
- Religion Cornerstone course 2.0
- Total Hours 15.0

Total Hours 15.0

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

SENIOR YEAR

1st Semester
- COMM 330 or 337 3.0
- Religion cornerstone course 2.0
- General Education courses and/or general electives 10.0
- Total Hours 15.0

2nd Semester
- COMMS 337 3.0
- Religion elective 2.0
- General Education courses and/or general electives 7.0
- Total Hours 15.0

3rd Semester
- COMM 331 3.0
- Religion elective 2.0
- General Education courses and/or general electives 7.0
- Total Hours 15.0

**COMMS 496R**

4th Semester
- **COMMS 496R** 4.0
- Total Hours 4.0

JUNIOR YEAR

4th Semester
- **COMMS 333 or 372 (and 337)** 3.0
- COMMS elective 3.0
- Religion elective 2.0
- General Education courses and/or general electives 7.0
- Total Hours 15.0

5th Semester
- **COMMS 333 or 372** 3.0
- COMMS elective 3.0
- General Education courses and/or general electives 7.0
- Total Hours 15.0

6th Semester
- **COMMS 496R** 4.0
- Total Hours 4.0

Total Hours 15.0

*Creative Track students will take COMMS 331 winter semester; Management Track students will take COMMS 372 winter semester plus COMMS 337 if they haven’t already taken it. Creative students will work in the AdLab. **Management students who have had COMMS 309, 337 and 372 may do their internship during spring/summer.

SOPHOMORE YEAR

1st Semester
- COMM 300 3.0
- COMM 304 3.0
- Religion Cornerstone course 2.0
- Total Hours 15.0

2nd Semester
- Applied Business Research 2.0
- General Education courses and/or general electives 7.0
- Total Hours 12.0

Spring/Summer
- **COMM 309 3.0**
- **COMM 417 or 433 3.0**
- Total Hours 4.5

3rd Semester
- **COMM 331 or 337** 3.0
- **COMM 433 or 417 3.0**
- Total Hours 4.5

4th Semester
- **COMM 309 or 417 3.0**
- **COMM 417 or 433 3.0**
- Total Hours 4.5

5th Semester
- **COMM 331 or 337** 3.0
- **COMM 433 or 417 3.0**
- Total Hours 4.5

6th Semester
- **COMM 331 or 337** 3.0
- **COMM 433 or 417 3.0**
- Total Hours 4.5

**COMMS 496R** 4.0

Total Hours 15.0

*Term classes should be completed within your first two semesters in the program. COMMS 309 must be taken in the first spring term after you are admitted or your program will be delayed 1 year.

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

REQUIREMENT 1
Apply to the major. To be eligible to apply for admission to the program, students must fulfill this requirement. Note: Students must receive a B grade or better and satisfy the GE First-Year Writing requirement: Wrtg 150. AP credit does not fulfill this requirement.

REQUIREMENT 2
Complete 3 courses

REQUIREMENT 3
Complete 1 course

REQUIREMENT 4
Complete 2 courses

REQUIREMENT 5
Complete 2 courses

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
- COMM 372 - Marketing Media Planning and Strategy
- COMM 417 - Advertising Research Methods
- COMM 489 - Strategic Advertising Campaigns
- MKTG 201 - Marketing Management

GROUP 6.2 Complete 3 courses

- COMM 331 - Creating Advertising Concepts - Portfolio 1
- COMM 433 - Advanced Advertising Concepting - Portfolio 3
- COMM 489 - Strategic Advertising Campaigns

B. CREATIVE TRACK:

GROUP 6.2.1 Complete 1 course

COMPLETE THE FOLLOWING AND THEN SUBMIT PORTFOLIO:

COMM 330 - Creating Advertising Concepts - Portfolio 1

COMPLETE THE FOLLOWING AND THEN SUBMIT PORTFOLIO:

COMM 330 - Creating Advertising Concepts - Portfolio 1

OPTION 6.2 Complete 2 groups

COMPLETE 2 GROUPS

GROUP 6.2.2 Complete 4.0 hours from the following course(s)

COMM 337 - Advertising Account Management
COMM 372 - Marketing Media Planning and Strategy
COMM 417 - Advertising Research Methods
COMM 489 - Strategic Advertising Campaigns

OPTION 6.3 Complete 2 groups

COMPLETE 2 GROUPS

GROUP 6.3.1 Complete 3 courses

- Strategic Advertising Campaigns
- Advertising Research Methods
- Advertising Account Management

GROUP 6.3.2 Complete 1 course

- Strategic Advertising Campaigns

OPTION 6.4 Complete 1 course

COMPLETE 1 COURSE

- Strategic Advertising Campaigns

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 BYUTV 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.
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 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

**ADVICEMENT 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