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| **Catalog Year 2019-2020**Degree, Major: BA, CommunicationConcentration: Corporate Communication Track: Advertising | ***(For internal use only)***[x]  *No change*[ ]  *UCC proposal* |
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A Major Academic Plan (MAP) is one way to complete a degree in a set number of semesters. The *example* below is only one strategy. Actual plans for individual students will vary based on advisor recommendations and academic needs. Official Program Requirements including Major, General Education, Electives, and university requirements (see pg.2) are based on Catalog Year.

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Subject and Title** | **Cr.**  | **Min.** **Grade** | **\*GE,** **UU or UM** | **\*\*Sem. Offered** | **Prerequisite** | **Co Requisite** |
| Semester One |
| GE Objective 1: ENGL 1101 Writing and Rhetoric I | 3 | C- | GE |  | Appropriate placement score |  |
| GE Objective 3 | 3 |  | GE |  | Appropriate placement score |  |
| GE Objective 4 | 3 |  |  | F, S |  |  |
| CMP 2202 Photo, Graphic & Video Editing | 3 |  |  | F, S |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Two |
| GE Objective 1: ENGL 1102 Writing and Rhetoric II | 3 | C- | GE |  | ENGL 1101 or equivalent |  |
| GE Objective 2: COMM 1101 | 3 |  | GE |  |  |  |
| GE Objective 9 | 3 |  | GE |  |  |  |
| CMP 2231 Intro to Graphic Design | 3 |  |  | F, S |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Three |
| GE Objective 4 | 3 |  | GE |  |  |  |
| CMP 1110 Media Writing | 3 |  |  | F, S | ENGL 1101 or placement into ENGL 1102 |  |
| CMP 2201 Business and Professional Communication | 3 |  |  | F, S |  |  |
| CMP 2261 Intro to Advertising | 3 |  |  | F |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Four |
| GE Objective 5 with Lab | 4 |  | GE |  |  |  |
| GE Objective 6 | 3 |  | GE |  |  |  |
| CMP 2209 Persuasion | 3 |  |  | F, S |  |  |
| CMP 3367 Advertising Media Planning | 3 |  | UM | S | CMP 2261 or MKTG 2225 |  |
| Choose one: CMP 3336 or CMP 4475 | 3 |  | UM |  |  |  |
|  Total | 16 |  |  |  |  |  |
| Semester Five |
| GE Objective 5 | 3 |  | GE |  |  |  |
| Free Electives | 6 |  |  |  |  |  |
| CMP 3308 Groups and Communication | 3 |  | UM | F |  |  |
| CMP 3365 Advertising Strategy and Copywriting | 3 |  | UM | F | CMP 1110, CMP 2261, AND CMP 2231 OR MKTG 2225 |
|  |  |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Six |
| GE Objective 6 | 3 |  | GE |  |  |  |
| GE Objective 7 or 8 | 3 |  | GE |  |  |  |
| CMP 3309 Communication Inquiry | 3 |  | UM | S |  |  |
| CMP 4465 Advertising Campaigns | 3 |  | UM | S | CMP 3365 |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Seven |
| CMP Track Elective | 3 |  |  |  |  |  |
| Choose one: CMP 3307/CMP 3339/CMP 4437 | 3 |  | UM |  |  |  |
| Upper Division Free Electives | 9 |  | UU |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  Total  | 15 |  |  |  |  |  |
| Semester Eight  |
| CMP Track Elective (suggest CMP 4460 NSAC) | 3 |  | UM | S |  |  |
| Free Electives | 5 |  |  |  |  |  |
| Upper Division Free Electives | 6 |  | UU |  |  |  |
|  |  |  |  |  |  |  |
|  Total  | 14 |  |  |  |  |  |
| \*GE=General Education Objective, UU=Upper Division University, UM= Upper Division Major\*\*See Course Schedule section of Course Policies page in the e-catalog (or input F, S, Su, etc.)  |

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| **2019-2020 Major Requirements** | **CR** | **GENERAL EDUCATION OBJECTIVES****Satisfy Objectives 1,2,3,4,5,6 (7 or 8) and 9** | **36 cr. min** |
| **MAJOR REQUIREMENTS** | **45** | 1. Written English (6 cr. min) ENGL 1101 | 3 |
| **Required Courses** |  |  ENGL 1102 | 3 |
| **Core Courses** | **18** | 2. Spoken English (3 cr. min) COMM 1101 | 3 |
| CMP 2201 Business and Professional Communication | 3 | 3. Mathematics (3 cr. min) Recommended by Dept |  |
| CMP 2202 Photo, Graphic & Video Editing | 3 | 4. Humanities, Fine Arts, Foreign Lang. **(2 courses; 2 categories; 6 cr. min)** |
| CMP 2209 Persuasion | 3 |  |  |
| CMP 2231 Intro to Graphic Design | 3 |  |  |
| CMP 3308 Groups and Communication | 3 | 5. Natural Sciences **(2 lectures-different course prefixes, 1 lab; 7 cr. min)** |
| CMP 3309 Communication Inquiry | 3 |  |  |
| **Advertising Track Courses**  | **15** |  |  |
| CMP 1110 Media Writing | 3 | 6. Behavioral and Social Science **(2 courses-different prefixes; 6 cr. min)** |
| CMP 2261 Intro to Advertising | 3 |  |  |
| CMP 3365 Advertising Strategy and Copywriting | 3 |  |  |
| CMP 3367 Advertising Media Planning  | 3 | One Course from EITHER Objective 7 OR 8 **(1course; 3 cr. min)** |
| CMP 4465 Advertising Campaigns | 3 | 7. Critical Thinking |  |
| **Choose ONE of the following:** | **3** | 8. Information Literacy  |
| CMP 3336 Studio I: Typography and Digital Media |  | 9. Cultural Diversity **(1 course; 3 cr. min)** |
| CMP 4437 Illustration and Brand Identity |  |  |  |
| **Choose ONE of the following:** | **3** |  |  |
| CMP 3307 Social and Interactive Media Campaigns OR |  | General Education Elective to reach 36 cr. min. **(if necessary)** |
| CMP 3339 Web Design OR |  |   |  |
| CMP 4475 Corporate Video Production |  |  **Total GE** | **37** |
|  |  | Undergraduate Catalog and GE Objectives by [Catalog Year](https://www.isu.edu/advising/academic-support/general-education/)  |
| **CMP Electives:** | **6** | **MAP Credit Summary** | **CR** |
| CMP 2203 Media Literacy ; CMP 2205 Argumentation; CMP 2241 Introduction to Public Relations; CMP 2251 Introduction to Photo; CMP 2286 Visual Rhetoric; CMP 3302 Image Management; CMP 3320 Foundations of Leadership; CMP 3346 Public Relations Writing; CMP 3347 Sport Communication; CMP 4404 Gender Communication; CMP 4410 Mass Media History; Law, & Ethics CMP 4446 Public Relations Campaigns; CMP 4460 National Student Advertising Competition; CMP 4475 Corporate Video; CMP 4483 Rhetoric of Popular Culture; CMP 4487 Rhetorical Theory; CMP 4488 Rhetorical Criticism; CMP 4494 Internship; MKTG 2225 Basic Marketing Management | Major  | 45 |
| General Education  | 37 |
| Upper Division Free Electives to reach 36 credits | 15 |
| Free Electives to reach 120 credits | 23 |
|  TOTAL | 120 |
| **Graduation Requirement Minimum Credit Checklist** | **Confirmed** |
| Minimum 36 cr. General Education Objectives (15 cr. AAS) | X |
| Minimum 15 cr. Upper Division in Major (0 cr. Associate) | X |  |
|  |  | Minimum 36 cr. Upper Division Overall (0 cr. Associate) | X |  |
|  |  | Minimum of 120 cr. Total (60 cr. Associate) | X |  |
| **Advising Notes** | ***MAP Completion Status (for internal use only)*** |
|  |  | *Date* |
|  | *CAA or COT:* | 9.10.2019 KF |
|  | **Complete College American Momentum Year****Math and English course in first year****9 credits in the Major area in first year****15 credits each semester (or 30 in academic year)****Milestone courses** |
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|  |  Form Revised 6.27.2019 |

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