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| **Catalog Year 2020-2021**  Degree, Major: BA, Communication  Concentration: Corporate Communication  Track: Advertising | ***(For internal use only)***  *No change*  *UCC proposal* |

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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 | | F, S, Su | Appropriate placement score |  | | |
| GE Objective 3 | 3 |  | GE | | F, S, Su | Appropriate placement score |  | | |
| GE Objective 4 | 3 |  | GE | | F, S, Su |  |  | | |
| 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 | | F, S, Su | ENGL 1101 or equivalent |  | | |
| GE Objective 2: COMM 1101 | 3 |  | GE | | F, S, Su |  |  | | |
| GE Objective 9 | 3 |  | GE | | F, S, Su |  |  | | |
| CMP 2231 Intro to Graphic Design | 3 |  |  | | F, S |  |  | | |
| Free Electives | 3 |  |  | |  |  |  | | |
| Total | 15 |  |  | |  |  |  | | |
| Semester Three | | | | | | | | | |
| GE Objective 4 | 3 |  | GE | | F, S, Su |  |  | | |
| CMP 1110 Media Writing | 3 |  |  | | F, S | ENGL 1101 or placement into ENGL 1102 | |  | |
| CMP 2201 Business and Professional Communication | 3 |  |  | | F, S | COMM 1101 |  | | |
| CMP 2261 Intro to Advertising | 3 |  |  | | F |  |  | | |
| Free Electives | 3 |  |  | |  |  |  | | |
| Total | 15 |  |  | |  |  |  | | |
| Semester Four | | | | | | | | | |
| GE Objective 5 with Lab | 4 |  | GE | | F, S, Su |  |  | | |
| GE Objective 6 | 3 |  | GE | | F, S, Su |  |  | | |
| CMP 2209 Persuasion | 3 |  |  | | F, S |  |  | | |
| CMP 3365 Advertising Strategy and Copywriting | 3 |  | UM | | S | CMP 2261, AND CMP 2231 OR MKTG 2225 | | |  |
| Choose one: CMP 3336 or CMP 4475 | 3 |  | UM | | F,S | CMP 2231 |  | | |
| Total | 16 |  |  | |  |  |  | | |
| Semester Five | | | | | | | | | |
| GE Objective 5 | 3 |  | GE | | F, S, Su |  |  | | |
| CMP 3308 Groups and Communication | 3 |  | UM | | F |  |  | | |
| CMP 3367 Advertising Media Planning | 3 |  | UM | | F | CMP 2261 or MKTG 2225 |  | | |
| Free Electives | 6 |  |  | |  |  |  | | |
|  |  |  |  | |  |  |  | | |
| Total | 15 |  |  | |  |  |  | | |
| Semester Six | | | | | | | | | |
| GE Objective 6 | 3 |  | GE | | F, S, Su |  |  | | |
| GE Objective 7 or 8 | 3 |  | GE | | F, S, Su |  |  | | |
| 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 |  |  | |  |  |  | | |
| CMP Upper Division Elective | 3 |  | UM | |  |  |  | | |
| Upper Division Free Electives | 9 |  | UU | |  |  |  | | |
|  |  |  |  | |  |  |  | | |
|  |  |  |  | |  |  |  | | |
| Total | 15 |  |  | |  |  |  | | |
| Semester Eight | | | | | | | | | |
| CMP Track Elective | 3 |  |  | | S |  |  | | |
| Upper Division Free Electives | 6 |  | UU | |  |  |  | | |
| Free Electives | 5 |  |  | |  |  |  | | |
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|  |  |  |  | |  |  |  | | |
| 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.) | | | | | | | | | |

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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| BA, Communication, Corporate Communication, Advertising Page 2 | | | | | | |
| **2020-2021 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 MATH 1123 | | | | 3 |
| 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** | **18** |  | | | |  |
| CMP 1110 Media Writing | 3 |  | | | |  |
| CMP 2261 Intro to Advertising | 3 | 6. Behavioral and Social Science **(2 courses-different prefixes; 6 cr. min)** | | | | |
| CMP 3365 Advertising Strategy and Copywriting | 3 |  | | | |  |
| CMP 3367 Advertising Media Planning | 3 |  | | | |  |
| CMP 4465 Advertising Campaigns | 3 | One Course from EITHER Objective 7 OR 8 **(1course; 3 cr. min)** | | | | |
| **Choose ONE of the following:** |  | 7. Critical Thinking | | | |  |
| CMP 3336 Studio I: Typography and Digital Media | 3 | 8. Information Literacy | | | |
| OR CMP 4437 Illustration and Brand Identity | 9. Cultural Diversity **(1 course; 3 cr. min)** | | | | |
| **CMP Electives:** | **9** |  | | | |  |
| Complete 3 credits from CMP curriculum at 3000-level or above |  | General Education Elective to reach 36 cr. min. **(if necessary)** | | | | |
| Complete 6 credits from CMP curriculum |  |  | | | |  |
|  |  | **Total GE** | | | | **37** |
|  |  | Undergraduate Catalog and GE Objectives by [Catalog Year](https://www.isu.edu/advising/academic-support/general-education/)  *http://coursecat.isu.edu/undergraduate/programs/* | | | | |
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|  |  | **MAP Credit Summary** | | | | **CR** |
|  |  | Major | | | | 45 |
|  |  | General Education | | | | 37 |
|  |  | Upper Division Free Electives to reach 36 credits | | | | 15 |
|  |  | Free Electives to reach 120 credits | | | | 23 |
|  |  | TOTAL | | | | 120 |
|  |  |  | | | | |
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|  |  | **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)*** | | | | |
| CMP 2203 Argumentation is suggested for GE Objective 8 and CMP elective | |  | *Date* | | | |
|  | |  |  | | | |
|  | | *CAA or COT:* | 3/26/2020 bgb | | | |
|  | |  |  | | | |
|  | | **Complete College American Momentum Year**  **Math and English course in first year-Specific GE MATH course identified**  **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 9.10.2019 | | | | |