

A Major Academic Plan (MAP) illustrates one way to complete a degree in a recommended number of semesters. Below is an example of an efficient and recommended plan, but actual plans will vary by individual student needs. Program requirements are based on Catalog Year. See page two for a detailed summary of Major, General Education, Elective, and university requirements.

Catalog Year 2017-2018

BA, Communication: Corporate Communication

Advertising Track

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Subject and Title** | **Cr.**  | **Min.** **Grade** | **\*GE,** **UU or UM** | **\*\*Sem. Offered** | **Prerequisite** | **Co Requisite** |
| Semester One |
| GE Objective 1: ENGL 1101 English Composition | 3 | C- | GE |  | Appropriate placement score |  |
| GE Objective 3 | 3 |  | GE |  |  |  |
| GE Objective 5 with Lab | 4 |  | GE |  |  |  |
| CMP 2202 Photo, Graphic & Video Editing | 3 |  |  | F, S |  |  |
| Electives | 2 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Two |
| GE Objective 1: ENGL 1102 Critical Reading and Writing | 3 | C- | GE |  | ENGL 1101 or equivalent |  |
| GE Objective 2: COMM 1101 | 3 |  | GE |  |  |  |
| GE Objective 5 | 3 |  | GE |  |  |  |
| GE Objective 7/8: CMP 2203 Media Literacy (track elective) | 3 |  | GE | F, S |  |  |
| Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Three |
| GE Objective 4 | 3 |  | GE |  |  |  |
| CMP 2209 Persuasion | 3 |  |  | F, S |  |  |
| CMP 2231 Intro to Graphic Design | 3 |  |  | F, S |  |  |
| CMP 2261 Intro to Advertising | 3 |  |  | F |  |  |
| Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Four |  |  |  |  |  |  |
| 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 3367 Advertising Media Planning | 3 |  | UM | S | CMP 2261 or MKTG 2225 |  |
| Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Five |  |  |  |  |  |  |
| CMP 3337 Illustration | 3 |  |  | F | CMP 2231 |  |
| 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 |  |
| Electives | 6 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Six |  |  |  |  |  |  |
| GE Objective 6 | 3 |  | GE |  |  |  |
| GE Objective 9 | 3 |  | GE |  |  |  |
| CMP 3309 Communication Inquiry | 3 |  | UM | S |  |  |
| CMP 4465 Advertising Campaigns | 3 |  | UM | S | CMP 3365 |  |
| Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Seven |  |  |  |  |  |  |
| GE Objective 6 | 3 |  | GE |  |  |  |
| Elective  | 3 |  |  |  |  |  |
| Choose one: CMP 3307/CMP 3339/CMP 4475  | 3 |  | UM |  |  |  |
| Upper Division Electives | 6 |  | UU |  |  |  |
|  Total  | 15 |  |  |  |  |  |
| Semester Eight |   |  |  |  |  |  |
| CMP Track Elective (suggest CMP 4460 NSAC) | 3 |  |  |  |  |  |
| Upper Division Electives | 12 |  | UU |  |  |  |
|  Total  | 15 |  |  |  |  |  |
| \*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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| **2017-2018 Major Requirements** | **CR** | **2017-2018 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 |
|  |  |  ENGL 1102 | 3 |
| **Required Courses** |  | 2. Spoken English (3 cr. min) COMM 1101 | 3 |
| **Core Courses** | **18** | 3. Mathematics (3 cr. min)  |  |
| CMP 2201 Business and Professional Communication | 3 | 4. Humanities, Fine Arts, Foreign Lang. **(2 courses; 2 categories; 6 cr. min)** |
| CMP 2202 Photo, Graphic & Video Editing | 3 |  |  |
| CMP 2209 Persuasion | 3 |  |  |
| CMP 2231 Intro to Graphic Design | 3 | 5. Natural Sciences **(2 lectures-different course prefixes, 1 lab; 7 cr. min)** |
| CMP 3308 Groups and Communication | 3 |  |  |
| CMP 3309 Communication Inquiry | 3 |  |  |
| **Advertising Track Courses**  | **18** |  |  |
| CMP 1110 Media Writing | 3 | 6. Behavioral and Social Science **(2 courses-different prefixes; 6 cr. min)** |
| CMP 2261 Intro to Advertising | 3 |  |  |
|  |  |  |  |
| CMP 3337 Illustration | 3 | One Course from EITHER Objective 7 OR 8 **(1course; 3 cr. min)** |
| CMP 3365 Advertising Strategy and Copywriting | 3 | 7. Critical Thinking |  |
| CMP 3367 Advertising Media Planning 3 |  | 8. Information Literacy  |
| CMP 4465 Advertising Campaigns | 3 | 9. Cultural Diversity **(1 course; 3 cr. min)** |
| **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 |  |
| **CMP Electives** | **6** | GE Objectives Courses: [2017-2018 General Education Requirements (PDF)](http://www.isu.edu/media/libraries/central-academic-advising/pdf-files/gened-requirements/2017-2018-General-Education-Requirements.pdf) |
| CMP 2203 Media Literacy ; CMP 2205 Argumentation; CMP 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, and Ethics; CMP 4424 Management Communication; 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 |  |
|  |  | **MAP Credit Summary** | **CR** |
|  |  | Major  | 45 |
|  |  | General Education  | 37 |
|  |  | Free Electives to reach 120 credits | 38 |
|  |  |  TOTAL | 120 |
|  |  |  |
|  |  | **Graduation Requirement Minimum Credit Checklist** | **Confirmed** |
|  |  | Minimum 36 cr. General Education Objectives (15 cr. AAS) | X |
|  |  | Minimum 16 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 Media Literacy is suggested for GE Objective 8 and CMP elective |  | *Date* |
| CMP 4440 National Student Advertising Competition is suggested | *Department:*  | 03/13/2017 |
|  | *CAA or COT:* | 03/07/2017 |
|  | *Registrar:*  |  |
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2.13.2017 MAP Edition