

BA in Communications: Advertising (483630) MAP Sheet

Fine Arts and Communications, School of Communications

For students entering the degree program during the 2021-2022 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.



University Core and Graduation Requirements			Suggested Sequence of Courses
University Core Requirements:			
Requirements	#Classes	Hours	Classes
Religion Cornerstones			
Teachings and Doctrine of The Book of Mormon	1	2.0	REL A 275
Jesus Christ and the Everlasting Gospel	1	2.0	REL A 250
Foundations of the Restoration	1	2.0	REL C 225
The Eternal Family	1	2.0	REL C 200
The Individual and Society			
American Heritage	1-2	3-6.0	from approved list
Global and Cultural Awareness	1	3.0	from approved list
Skills			
First Year Writing	1	3.0	WRTG 150*
Advanced Written and Oral Communications	1	3.0	from approved list
Quantitative Reasoning	1	3-4.0	from approved list
Languages of Learning (Math or Language)	1	3-4.0	from approved list
Arts, Letters, and Sciences			
Civilization 1	1	3.0	from approved list
Civilization 2	1	3.0	from approved list
Arts	1	3.0	from approved list
Letters	1	3.0	from approved list
Biological Science	1	3-4.0	from approved list
Physical Science	1	3.0	from approved list
Social Science	1	3.0	from approved list
Core Enrichment: Electives			
Religion Electives	3-4	6.0	from approved list
Open Electives	Variable	Variable	personal choice
*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	
			FRESHMAN YEAR
			1st Semester
			WRTG 150* 3.0
			COMMS 101 3.0
			Religion Cornerstone course 2.0
			General Education courses and/or general electives 7.0
			Total Hours 15.0
			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
			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
			<i>Apply to the major in September or January, after taking the prerequisites and passing them with a "B" or better.</i>
			4th Semester
			COMMS elective 3.0
			Religion elective 2.0
			General Education courses and/or general electives 4.0
			MKTG 201 3.0
			Total Hours 12.0
			Spring/Summer
			*COMMS 309 3.0
			COMMS elective 3.0
			Total Hours 6.0
			Comms 309 must be taken in the first spring term after you are admitted or your program will be delayed 1 year.
			JUNIOR YEAR
			5th Semester
			*COMMS 330 or 337 3.0
			Religion cornerstone course 2.0
			General Education courses and/or general electives 10.0
			Total Hours 15.0
			*If you're applying to the Creative Track, take Comms 330. If you don't get accepted into the Creative Track, you are automatically in the Management Track and you must take Comms 337 the next semester with the required management class of Comms 372.
			6th Semester
			*COMMS 331 or 372 (and 337) 3.0
			COMMS elective 3.0
			Religion elective 2.0
			General Education courses and/or general electives 4.0
			**COMMS 371R 3.0
			Total Hours 15.0
			Spring/Summer
			***COMMS 496R 4.0
			Total Hours 4.0
			*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.
			Comms 371R must be taken once before graduation and various sections will be offered from this semester on. *Management students who have had Comms 309, 337 and 372 may do their internship during spring/summer.
			SENIOR YEAR
			7th Semester
			COMMS 417 or 433 3.0
			COMMS elective 3.0
			Religion elective 2.0
			General Education courses and/or general electives 4.0
			*COMMS 371R 3.0
			Total Hours 15.0
			*Comms 371R must be taken once before graduation and various sections will be offered.
			8th Semester
			COMMS 489 3.0
			General Education courses and/or general electives 6.0
			*COMMS 371R 3.0
			Total Hours 12.0
			Spring/Summer
			COMMS 496R 4.0
			Total Hours 4.0
			*Comms 371R must be taken once before graduation and various sections will be offered.

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2021-2022 Program Requirements (43 - 46 Credit Hours)

All students must take a campus writing course before applying for admission to the major. The following writing course fills this requirement and satisfies the GE First-Year Writing requirement: Wrtg 150. AP credit does not fulfill this requirement. Note: Students must receive a B grade or better to be eligible to apply for admission to the program.

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

THESE COURSES MAY BE TAKEN DURING THE SEMESTER IN WHICH 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

REQUIREMENT 3 Complete 1 course

AFTER ADMISSION TO THE MAJOR, COMPLETE THE FOLLOWING:

COMMS 309 - Account Planning Management	3.0
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REQUIREMENT 4 Complete 1 course

COMMS 371R - Special Topics in Advertising	3.0
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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
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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

Note: Students will be considered for admission to the creative track each year based on their application, the successful completion of Comms 330 and the submission of a portfolio.

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
<i>You may take up to 4 credit hours.</i>	

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.

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 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

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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 conceptual and execution 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