

TRANSFER GUIDE/BDP

BS Advertising 986A
Appalachian State University
2023-2024

Department of Communication
College of Fine and Applied Arts
[Program of Study](#)

HOW-TO Use the Transfer Guide/BDP

The Transfer Guides/BDPs have three sections:

1. The NC Community College courses are listed in the top section. Recommended and/or preferred courses are provided, with the equivalent Appalachian courses listed. If a specific course is not listed, students should use the blue hyperlink to access the [Comprehensive Articulation Agreement transfer course list](#). Students are welcome to choose any CAA course; however, students should choose courses that are available at their institution and satisfy their transfer degree requirements.
2. Appalachian courses are listed in the middle section. Once at Appalachian, students will work with an advisor to develop an individual graduation plan.
3. Important transfer and major information is listed in the bottom section. Students should refer to these sections for information regarding program requirements and other important information the department would like students to be aware of.

Please note - Transfer Guides/BDPs are developed based on the approved curriculum for that catalog year. Depending on term of entry and the curriculum posted for that catalog year, programs of study may

| Community College Coursework: 60 Transfer hours | | Associate in Arts | | | |
|---|------------------------------------|-------------------------------------|--------------|-------------------------------|------------------------|
| Semester 1: | NCCC Course | Course Name | Hours | Appalachian Equivalent | Notes |
| | ENG 111 | Writing & Inquiry | 3 | RC 1000 | |
| | MAT 143, 152, or 171 | Quantitative Literacy | 4 | GEP MAT | |
| | UGETC | Humanities/Fine Arts | 3 | | |
| | UGETC | Social/Behavioral Sciences | 3 | | |
| | ACA 122 | College Transfer Success | 1 | | |
| | | Semester hours | 14 | | |
| Semester 2: | NCCC Course | Course Name | Hours | Appalachian Equivalent | Notes |
| | ENG 112 | Writing/Research in the Disciplines | 3 | RC 2001 | |
| | UGETC | Humanities/Fine Arts | 3 | | |
| | UGETC | Social/Behavioral Sciences | 3 | | |
| | COM 231 | Public Speaking | 3 | COM 2105 | Required for the major |
| | Pre-Major/Elective | | 3 | | |
| | | Semester hours | 15 | | |
| Semester 3: | NCCC Course | Course Name | Hours | Appalachian Equivalent | Notes |
| | UGETC | Natural Science course | 4 | | |
| | UGETC | Social/Behavioral Sciences | 3 | | |
| | Pre-Major/Elective | | 3 | | |
| | Pre-Major/Elective | | 3 | | |
| | Pre-Major/Elective | | 3 | | |
| | | Semester hours | 16 | | |
| Semester 4: | NCCC Course | Course Name | Hours | Appalachian Equivalent | Notes |
| | COM 120 | Interpersonal Communication | 3 | COM 2121 | Major Electives |
| | COM 140 | Intercultural Communication | 3 | COM 2124 | Major Electives |
| | Pre-Major/Elective | | 3 | | |
| | Pre-Major/Elective | | 3 | | |
| | Pre-Major/Elective | | 3 | | |
| | | Semester hours | 15 | | |
| | Total AA degree hours | 60 | | | |

| Appalachian Coursework: 60 hours | | | | |
|----------------------------------|---------------------------|------------------------------------|--------------|--|
| Semester 5: | Appalachian Course | Course Name | Hours | Notes |
| | COM 1200 | Thinking through Communication | 3 | |
| | COM 2618 | Introduction to Media Publishing | 3 | |
| | COM 2700 | Foundations of Advertising | 3 | |
| | Minor Course 1 | | 3 | |
| | Minor Course 2 | | 3 | |
| Semester hours | | | 15 | |
| Semester 6: | Appalachian Course | Course Name | Hours | Notes |
| | COM 3245 | Introduction to Promotional Video | 3 | |
| | COM 3317 | Social Media Strategies | 3 | |
| | COM 3430 | Professional Ethics in Advertising | 3 | Writing in the Discipline |
| | Emphasis Area Course 1 | | 3 | A total of 9 hours (3 courses) is required in either Strategic Advertising area or Creative Advertising area |
| | Minor Course 3 | | 3 | |
| Semester hours | | | 15 | |
| Semester 7: | Appalachian Course | Course Name | Hours | Notes |
| | COM 3428 | Advertising Research | 3 | |
| | COM 4040 | International Advertising | 3 | |
| | Emphasis Area Course 2 | | 3 | |
| | Major Elective Course 1 | | 3 | If you took COM 120 and/or 140 at the community college, this major elective courses is complete. |
| | Minor Course 4 | | 3 | |
| Semester hours | | | 15 | |
| Semester 8: | Appalachian Course | Course Name | Hours | Notes |
| | COM 4400 | Advertising Campaigns | 3 | CAPSTONE |
| | Emphasis Area Course 3 | | 3 | |
| | Major Elective Course 2 | | 3 | If you took COM 120 and/or 140 at the community college, this major elective courses is complete. |
| | Minor Course 5 | | 3 | |
| | Minor Course 6 | | 3 | If minor is complete, take Free Elective to ensure you have 120 hours to graduate |
| Semester hours | | | 15 | |
| Total Appalachian hours | | | 60 | |

Applying to Appalachian:

- A minimum cumulative GPA of 2.25, from all post-secondary coursework, is required for admission to Appalachian.
- Students interested in applying to Appalachian should submit an application and official college transcripts to be considered for admission.
- Students hoping to attend a summer or fall term are encouraged to apply by February 15th and those hoping to attend in the spring are encouraged to apply by October 15th.

A minor is required for all Communication majors. Depending on your minor, some coursework can be taken as part of your Associate of Arts degree - talk to your Transfer Admissions Counselor for more information.

Admission to the Department of Communication:

- Students must have an overall GPA of 2.0 (or higher) to declare a major in Communication Studies.

Portfolio Requirement:

- The Department of Communication requires all graduating seniors to develop a portfolio. Students should plan to begin collecting content for their portfolio as soon as they enter the program.
 - Writing sample; computer skills sample; analytical skills sample
 - Optional: photography/design sample
- In addition to specific requirements, portfolios should also include a resume and self-assessment paper that accurately and adequately state communication skills.

App State Online: Appalachian offers this degree in a 100% online program. Students interested in this degree option should review online.appstate.edu for more information.

Transfer Resources:
Transfer Admissions & Engagement
Office of Admissions
Office of Financial Aid
Scholarships
Career Development
University Housing
Off-Campus Housing
Campus Activities

transfer.appstate.edu
admissions.appstate.edu
financialaid.appstate.edu
scholarships.appstate.edu
careers.appstate.edu
housing.appstate.edu
offcampushousing.appstate.edu
campusactivities.appstate.edu



Questions, please call Transfer Admissions & Engagement at 828-262-7877