BS Communication, Advertising 986A
Appalachian State University
2022-2023

STUDENTS SHOULD PLAN TO BEGIN APPALACHIAN COURSEWORK DURING THE SUMMER I TERM. (SEE BELOW)

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 yellow 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 gray section. Once at Appalachian, students will work with a WCOB advisor to develop an individual graduation plan.
3. Important transfer and major information is listed in the bottom white sections. 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 have changed.

Community College Coursework: 61 Transfer hours   **Associate in Arts**

Semester 1: 14 hours

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: 16 hours

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: 17 hours

NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
UGETC	Natural Science course	4		
UGETC	Humanities/Fine Arts	3		
UGETC	Social/Behavioral Sciences	3		
Pre-Major/Elective		3		
Pre-Major/Elective		3		
	Semester hours	16		

Semester 4: 13 hours

NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
Pre-Major/Elective		3		
Pre-Major/Elective		4		
Pre-Major/Elective		3		
Pre-Major/Elective		3		
Pre-Major/Elective		3		
	Semester hours	16		
	Total AA degree hours	**61**		

Appalachian Course Work: 60 hours

Semester 5: 15 hours

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: 15 hours

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	Offered in Spring semester only; 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: 13 hours

Appalachian Course	Course Name	Hours	Notes
COM 3428	Advertising Research	3	
COM 4040	International Advertising	3	
Emphasis Area Course 2		3	You must take either COM 3640 or 3302 (depending on emphasis area) to meet prerequisite for Capstone
Major Elective Course 1		3	
Minor Course 4		3	
	Semester hours	15	

Semester 8: 13 hours

Appalachian Course	Course Name	Hours	Notes
COM 4400	Advertising Campaigns	3	CAPSTONE
Emphasis Area Course 3		3	
Major Elective Course 2		3	
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 on-line 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.

Notes
- A cumulative GPA of 2.5 based on earned semester hours at Appalachian is required prior to declaring the Communication, Advertising major. Transfer students may be allowed to declare this major prior to earning 12 semester hours at Appalachian if they have earned a 2.5 cumulative GPA on coursework completed prior to entering Appalachian.

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.

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