

TRANSFER GUIDE/BDP

BS, Communication, Advertising, 507A
Appalachian State University
2021-2022

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

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 \(CAA\) 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. Some majors recommend a summer start term, which is listed in red at the top of the transfer guide/BDP and again in the grey section. Students should use this information to apply to Appalachian based on the recommended start term.
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: 60 Transfer hours		Associate in Arts			
Semester	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
Semester 1: 14 hours	ENG 111	Writing & Inquiry	3	RC 1000	
	UGETC	Math	4		
	UGETC	Humanity/Fine Art	3		
	UGETC	Social/Behavioral Science	3		
	ACA 122	College Transfer Success	1		
	Semester hours			14	
Semester 2: 16 hours	ENG 112	Writing/Research in the Disciplines	3	RC 2001	
	UGETC	Humanity/Fine Art	3		
	UGETC	Social/Behavioral Science	3		
	UGETC	Social/Behavioral Science	3		
	UGETC	Natural Science	4		
	Semester hours			16	
Semester 3: 15 hours	COM 231	Public Speaking	3	COM 2105	
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
	Semester hours			15	
Semester 4: 15 hours	COM 120	Interpersonal Communication	3	COM 2121	Preferred by the department but not required
	COM 140	Intro to Intercultural Communication	3	COM 2124	Preferred by the department but not required
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
	Semester hours			15	
Total AA degree hours			60		

Appalachian Course Work: 60 hours				
Summer: 6 hours Summer I	Appalachian Course	Course Name	Hours	Notes
	COM 1200	Thinking Through Communication	3	Offered Online
	COM 2700	Foundations of Advertising	3	Offered Online
	Summer hours		6	
Semester 5: 12 hours	Appalachian Course	Course Name	Hours	Notes
	COM 2618	Intro to Media Publishing	3	
	Strategic or Creative Advertising Course		3	
	Minor Course		3	
	Minor Course		3	
Semester hours		12		
Semester 6: 12 hours	Appalachian Course	Course Name	Hours	Notes
	COM 3245	Intro to Promotional Video	3	
	COM 3428	Advertising Research	3	
	COM 3430	Professional Ethics in Advertising	3	Writing in the discipline
	Minor Course		3	
Semester hours		12		
Semester 7: 15 hours	Appalachian Course	Course Name	Hours	Notes
	COM 4040	International Advertising	3	
	Strategic or Creative Advertising Course		3	
	Strategic or Creative Advertising Course		3	
	Minor Course		3	
	Free Elective		3	
Semester hours		15		
Semester 8: 15 hours	Appalachian Course	Course Name	Hours	Notes
	COM 4400	Advertising Campaigns	3	Capstone
	Minor Course		3	
	Minor Course		3	
	Free Elective		3	
	Free Elective		3	
	Semester hours		15	
Total Appalachian hours		60		

Applying to Appalachian:

- A minimum cumulative GPA, 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.

Admission to the Department of Communication:

- Transfer students may be allowed to declare a Communication major if they have earned a 2.5 cumulative GPA on coursework completed prior to attending 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.
 - TV storyboard & script; ad designed in Quark or Pagemaker; creative brief/copy/platform/creative strategy
 - Optional: journalistic article, news release, web page design
- 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 online platform. Students interested in this degree option should contact App State Online at 828-262-3113 or online.appstate.edu.

Transfer Resources:

Transfer Admissions & Engagement transfer.appstate.edu
Office of Admissions admissions.appstate.edu
Office of Financial Aid financialaid.appstate.edu
Scholarships scholarships.appstate.edu
Career Development careers.appstate.edu
University Housing housing.appstate.edu
Off-Campus Housing offcampushousing.appstate.edu
Campus Activities campusactivities.appstate.edu
Distance Education distance.appstate.edu



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