

TRANSFER GUIDE/BDP

BS, Communication, Advertising, 507A - FULL-TIME  
Appalachian State University  
2020-2021

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

This program is offered completely online. Students must be admitted to the the University and the online program cohort. Please see [online.appstate.edu](http://online.appstate.edu) for more information.

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 grey 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	
	<a href="#">UGETC</a>	Math	4		
	<a href="#">UGETC</a>	Humanity/Fine Art	3		
	<a href="#">UGETC</a>	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	
	<a href="#">UGETC</a>	Humanity/Fine Art	3		
	<a href="#">UGETC</a>	Humanity/Fine Art	3		
	<a href="#">UGETC</a>	Social/Behavioral Science	3		
	<a href="#">UGETC</a>	Natural Science	4		
		Semester hours		16	
Semester 3: 15 hours	COM 231	Public Speaking	3	COM 2105	Required for the major
	ACC 120 or SOC 210	Principals of Accounting or Intro to Sociology	3		For General Business or Sociology minor. See notes below.
	<a href="#">Pre-Major/Elective/GEC</a>		3		
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	<a href="#">Pre-Major/Elective/GEC</a>		3		
		Semester hours		15	
Semester 4: 15 hours	COM 120	Interpersonal Communication	3	COM 2121	Preferred by the department but not required
	ECO 251 or transferrable Sociology	Principals of Microeconomics or Sociology class	3		For General Business or Sociology minor. See notes below.
	<a href="#">Pre-Major/Elective/GEC</a>	Pre-major elective or Sociology class	3		Elective or Sociology for minor. See notes below.
	<a href="#">Pre-Major/Elective/GEC</a>		3		
	<a href="#">Pre-Major/Elective/GEC</a>		3		
		Semester hours		15	
	<b>Total AA degree hours</b>		<b>60</b>		

Appalachian Course Work				
Semester 5: 12 hours (Fall)	<b>Appalachian Course</b>	<b>Course Name</b>	<b>Hours</b>	<b>Notes</b>
	COM 1200	Thinking Through Communication	3	
	COM 2700	Foundations of Advertising	3	
	COM 3305	Communication Law	3	
	COM 2618 or COM 3545	Intro to Media Publishing or Selected Topics	3	
	Semester Hours		12	
Semester 6: 12 hours (Spring)	<b>Appalachian Course</b>	<b>Course Name</b>	<b>Hours</b>	<b>Notes</b>
	COM 3010 or COM 3545	Media Graphics or Selected Topics	3	Pre-requisite for COM 3155: COM 2618
	COM 3155	Persuasion	3	Pre-requisites: COM 1200 and COM 2105 or consent of instructor
	COM 3928	Communication Research Methods	3	
	MGT 3630 or SOC 3550	Intro to Org Behavior or Sociology of Work & Org	3	For General Business or Sociology minor. See notes below.
	Semester hours		12	
Semester 6: 6 hours (Summer)	<b>Appalachian Course</b>	<b>Course Name</b>	<b>Hours</b>	<b>Notes</b>
	CIS 2050	Information Technology in the Organization	3	Required for General Business Minor.
	FIN 3010	Survey of Finance	3	Required for General Business Minor.
	Free Elective (if needed to meet 120 hr req.)	Free Elective	3	Students may take elective credit at Appalachian or at a community college.
	Semester hours		3-9	
Semester 7: 15 hours (Fall)	<b>Appalachian Course</b>	<b>Course Name</b>	<b>Hours</b>	<b>Notes</b>
	COM 3317	Social Media Strategies	3	
	COM 3302 or COM 3545	Copywriting for Advertising or Selected Topics	3	
	MKT 3050 or SOC 4560	Principles of Marketing or Race and Ethnicity	3	For General Business or Sociology minor. See notes below.
	COM Elective	Directed Elective	3	
	Semester hours		12	
Semester 8: 15 hours (Spring)	<b>Appalachian Course</b>	<b>Course Name</b>	<b>Hours</b>	<b>Notes</b>
	COM 4250	Professional Ethics in Advertising	3	
	COM 4400	Capstone: Advertising Campaigns	3	Portfolio required
	COM 4040	International Advertising	3	
	COM Elective	Directed Elective	3	
	SOC 3750	Propoganda, Media, and Society	3	Sociology Minor Course
	Semester hours		15	
Summer: 6 hours	Free Elective	Free Elective	3	Students may take elective credit at Appalachian or at a community college.
	Free Elective	Free Elective	3	Students may take elective credit at Appalachian or at a community college.
		Semester hours		6
<b>Total degree hours</b>			<b>120</b>	

#### Advising & Community College Course Selection:

-For UGETC, Pre-Major, Elective or GEC course options, please refer to the [Comprehensive Articulation Agreement transfer course list](#).

#### Applying to Appalachian

-A minimum cumulative GPA of 2.5 from all post-secondary coursework is required for admission to this program.  
-Students interested in applying to Appalachian should submit an online application and official college transcripts to be considered for admission.

**Minor requirement: Available online options are General Business or Sociology. Students will need to take the following community college courses to transfer for the minor requirement.**

**General Business** ACC 120 and ECO 251

**Sociology** SOC 210 and 6 hours of transferrable Sociology courses. Use the transfer equivalency search to find classes that will transfer. Some common options are SOC 213, SOC 220, SOC 242 [Transfer Equivalency Search](#)

#### Transfer Resources:

**App State Online Office** [online.appstate.edu](http://online.appstate.edu)  
**Online & Transfer Services** [transfer.appstate.edu](http://transfer.appstate.edu)  
**Office of Admissions** [admissions.appstate.edu](http://admissions.appstate.edu)  
**Office of Financial Aid** [financialaid.appstate.edu](http://financialaid.appstate.edu)  
**Scholarships** [scholarships.appstate.edu](http://scholarships.appstate.edu)  
**Career Development** [careers.appstate.edu](http://careers.appstate.edu)



#### Portfolio Requirement:

The Department of Communication requires all graduating seniors to develop a portfolio. Students will begin collecting content for their portfolio as soon as they enter the program. Appalachian advisors will provide more information about this requirement after admission.