

TRANSFER GUIDE/BDP

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

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

This program is offered completely online and part-time. Students must be admitted to the the University and the online program cohort. Please see 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 gray section. Students will work with an Appalachian advisor, after transferring, to develop and 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: 60 transfer hours		Associate in Arts			
Semester 1: 7 hours	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	ENG 111	Writing & Inquiry	3	RC 1000	
	UGETC	Math	4		
		Semester hours	7		
Semester 2: 7 hours	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	UGETC	Humanity/Fine Art	3		
	UGETC	Social Science	3		
	ACA 122	College Transfer Success	1		
	Semester hours	7			
Semester 3: 9 hours	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	ENG 112	Writing/Research in the Disciplines	3	RC 2001	
	UGETC	Humanity/Fine Art	3		
	UGETC	Social Science	3		
	Semester hours	9			
Semester 4: 7 hours	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	UGETC	Social Science	3		
	UGETC	Science	4		
		Semester hours	7		
Semester 5: 6 hours	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	UGETC	Humanity/Fine Art	3		
	COM 231	Public Speaking	3	COM 2105	Required for the major
		Semester hours	6		
Semester 6: 9 hours	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	ACC 120 or SOC 210	Principles of Accounting or Intro to Sociology	3		For General Business or Sociology minor. See notes below.
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
	Semester hours	9			
Semester 7: 6 hours	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	COM 120	Interpersonal Communication	3	COM 2121	Preferred by the department but not required
	Pre-Major/Elective/GEC		3		
		Semester hours	6		
Semester 8: 9 hours	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	ECO 251 or transferrable Sociology	Principals of Microeconomics or Sociology class	3		For General Business or Sociology minor. See notes below.
	Pre-Major/Elective/GEC or transferrable Sociology	Sociology	3		Pre-major elective or Sociology minor course.
	Pre-Major/Elective/GEC		3		
	Semester hours	9			
	Total AA degree hours		60		

Appalachian Course Work:				
Semester 9: 6 hours (Fall)	Appalachian Course	Course Name	Hours	Notes
	COM 1200	Thinking Through Communication	3	
	COM 2618 or COM 3545	Intro to Media Publishing or Selected Topics	3	
		Semester hours	6	
Semester 10: 9 hours (Spring)	Appalachian Course	Course Name	Hours	Notes
	COM 3155	Persuasion	3	Pre-requisites: COM 1200 and COM 2105 or consent of instructor
	COM 3010 or COM 3545	Media Graphics or Selected Topics	3	Pre-requisite for COM 3155: COM 2618
	MGT 3630 or SOC 3550	Intro to Org Behavior or Sociology of Work & Org	3	Required for General Business or Sociology minor. See notes below.
		Semester hours	9	
Summer: 6 hours	CIS 2050	Information Technology in the Organization	3	Required for General Business Minor. See notes below.
General Business minor	FIN 3010	Survey of Finance	3	Required for General Business Minor. See notes below.
		Semester hours	6	
Semester 11: 9 hours (Fall)	Appalachian Course	Course Name	Hours	Notes
	COM 2700	Foundations of Advertising	3	
	COM 3305	Communication Law	3	
	MKT 3050 or SOC 4560	Principals of Marketing or Race and Ethnicity	3	Required for General Business or Sociology minor. See notes below.
		Semester hours	9	
Semester 12: 6-9 hours (Spring)	Appalachian Course	Course Name	Hours	Notes
	COM 3928	Communication Research Methods	3	
	COM Elective	Directed Elective	3	
	SOC 3750	Propoganda, Media and Society	3	Required for Sociology minor. See notes below.
		Semester hours	6-9	
Summer: 6 hours	Free Elective	Free Elective	3	Students may take elective credit at Appalachian or at a community college.
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		Semester hours	6	
Semester 13: 6 hours (Fall)	Appalachian Course	Course Name	Hours	Notes
	COM 3317	Social Media Strategies	3	
	COM 3302* or COM 3545	Copywriting for Advertising or Selected Topics	3	*Pre requisite: COM 2700
		Semester hours	6	
Semester 14: 6 hours (Spring)	Appalachian Course	Course Name	Hours	Notes
	COM 4040	International Advertising	3	Pre requisite: COM 2700 or instructor permission
	COM 4250	Ethical Practices in Advertising	3	Pre requisite: COM 2700 or instructor permission
		Semester hours	6	
Summer: 3 hours	Free Elective (if needed)	Free Elective	3	Students may take elective credit at Appalachian or at a community college.
Sociology minors		Semester hours	0-3	
Semester 15: 3 hours (Fall)	Appalachian Course	Course Name	Hours	Notes
	COM Elective	Directed Elective	3	
		Semster hours	3	
Semester 16: 3 hours (Spring)	Appalachian Course	Course Name	Hours	Notes
	COM 4400	Capstone: Advertising Campaigns	3	Portfolio Required, Prerequisite COM 2700 and COM 3302 or instructor permission
		Semester hours	3	
		Total degree hours	120	

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
Office of Transfer Services 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



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.