Online BS, Communication, Advertising, 585A - FULL-TIME
Appalachian State University
2021-2022

This program is offered completely online. Please see online.appstate.edu for more information.

Community College Coursework: 60 Transfer hours — **Associate in Arts**

Semester 1: 14 hours

NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
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

NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
ENG 112	Writing/Research in the Disciplines	3	RC 2001	
UGETC	Humanity/Fine Art	3		
UGETC	Humanity/Fine Art	3		
UGETC	Social/Behavioral Science	3		
UGETC	Natural Science	4		
	Semester hours	16		

Semester 3: 15 hours

NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
COM 231	Public Speaking	3	COM 2105	Required for the major
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		
Pre-Major/Elective/GEC		3		
	Semester hours	15		

Semester 4: 15 hours

NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
COM 120 or COM 150	Interpersonal or Small Group Communication	3	COM 2121 or COM 3110	Required for the major
ECO 251 or transferrable Sociology	Prinicpals of Microeconomics or Sociology class	3		For General Business or Sociology minor. See notes below.
Pre-Major/Elective/GEC or transferrable Sociol	Pre-major elective or Sociology class	3		Elective or Sociology for minor. See notes below.
Pre-Major/Elective/GEC		3		
Pre-Major/Elective/GEC		3		
	Semester hours	15		
	Total AA degree hours	**60**		

Appalachian Course Work

Semester 5: 12 hours (Fall)

Appalachian Course	Course Name	Hours	Notes
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)

Appalachian Course	Course Name	Hours	Notes
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)

Appalachian Course	Course Name	Hours	Notes
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)

Appalachian Course	Course Name	Hours	Notes
COM 3317	Social Media Strategies	3	
COM 3302 or COM 3545	Copywritiing 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)

Appalachian Course	Course Name	Hours	Notes
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

Appalachian Course	Course Name	Hours	Notes
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	
	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 transcriptsto be considered.

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 Socioloy 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
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

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.