

Advertising

Sem.	UDLAP COURSES		EQUIVALENT COURSES WITHIN UDLAP		ASU COURSES	
	CODE	COURSE	CODE	COURSE	CODE	COURSE
1	PC 114	Thought and Language			ENG 1000 FL 1000 WGC 1103 ENG 2001	GEN ED
1	EG	General Study I				GEN ED
1	CO 113	Introduction to Communication			COM 2300	Intro to Mass Communications
1	CO 114	Oral Expression Workshop			COM 2101	Public Speaking
1	CO 115	Communication Studies			COM 1200	Foundations of Human Communication
2	PC 214	Writing for the Professional Discipline	EG			Junior Writing or Senior Capstone Experience / GEN ED
2	EG	General Study II (MA 124 Mathematics and Statistics)	EG		MAT 1010 MAT 1020 MAT 1030 MAT 1110 STT 2820	GEN ED
2	ID	Second Language I				Accredited as participant of the dual program or Minor
2	ID	Second Language Lab I				Accredited as participant of the dual program or Minor
2	HA 417	Mexican Art: Second Half of the 20th Century	EG			GEN ED / ELECTIVE / MINOR
2	CO 122	Introduction to Journalism			COM 2600	Introduction to Journalism

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	CODE	COURSE	CODE	COURSE	CODE	COURSE
2	CO 123	Photography	DV111	Electronic Image	COM 2618 GRA 3102	Introduction to Media Publishing Electronic Imaging
3	ID	Second Language II				Accredited as participant of the dual program or Minor
3	ID	Second Language Lab II				Accredited as participant of the dual program or Minor
3	EG	General Study III	EG			GEN ED / ELECTIVE / MINOR
3	CO 231	Journalism Genres	EG DV132	Typography	COM 3010	GEN ED / ELECTIVE / MINOR OR Media Graphics
3	CO 215	Theoretical Schools of Communication	MK 230	Marketing	COM 3155	Theory and Practice of Persuasion
3	CO 263	Information and Society			COM 3300 SOC 3750	Mass Media and Society Propaganda, Media and Society
3	BA 111	Management Fundamentals			MGT 3010	Survey of Management
4	ID	Second Language III				Accredited as participant of the dual program or Minor
4	ID	Second Language Lab III				Accredited as participant of the dual program or Gen Ed
4	EG	General Study IV	MK111	Marketing Foundations	MKT 3050	Principles of Marketing

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	CODE	COURSE	CODE	COURSE	CODE	COURSE
4	CO 214	Methodological Perspectives in Communication			COM 3928	Communication Research Methods
4	RI 252	Contemporary Mexican Politics	EG			GEN ED / ELECTIVE / MINOR
4	CO 264	Moving Image Language I			ENG 2170	Introduction to Film
4	CO 243	Sound Language	EG			GEN ED / ELECTIVE / MINOR
5	GE	General Study V	EG			GEN ED / ELECTIVE / MINOR
5	AE 223	Social Statistics	EG			GEN ED / ELECTIVE / MINOR
5	ED 418	Education for Critical Media Reception	DV 417	Web Design	GRA 3512	Web Development for Graphic Communication
5	CO 382	Ethics and Communication			COM 2310	Ethics and Communication
5	CO 352	Scriptwriting	EG DE 235	Business Law	COM 3305	GEN ED / ELECTIVE / MINOR OR Communication Law
5	CO 341	Organizational Communication			COM 3152	Communication in Organizations
6	LI 260	Mexican Literature	EG			GEN ED / ELECTIVE / MINOR
6	<u>CO 261</u>	Journalism Writing and Style				
6	<u>CO 344</u>	Radio Production Techniques I				
6	<u>CO 345</u>	Radio Production Techniques Lab I				

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6	<u>CO 353</u>	TV and Video Production Techniques				
6	<u>CO 357</u>	TV and Video Production Labs				
6	<u>CO 364</u>	Moving Image Language II				
6	AE 305	Applied Statistics	EG			GEN ED / ELECTIVE / MINOR
6	CO 325	Communication Theories Seminar I	EG AD 314	E-Business	COM 3220	GEN ED / ELECTIVE / MINOR OR Internet Communication
6	CO337	International Communication	NI 390	International Marketing	CO 4040	International Advertising
6	CO 465	Communication and Marketing	MK210	Promotion and Positioning	COM 2700	Foundations of Advertising
6	CO 367	Communication and Organizational Development	MK215	Consumer Behavior	MKT4610	(Mc/Cd) Consumer Behavior
7	<u>CO 402</u>	Advanced Scriptwriting				
7	<u>CO 403</u>	Preproduction				
7	<u>CO 492</u>	Radio Production Techniques II				

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7	<u>CO 493</u>	Radio Production Techniques Lab II				
7	<u>CO 417</u>	Information Genres				
7	<u>CO 418</u>	Journalism Ethics				
7	CO 414	Quantitative Research Workshop (Content Analysis)	EG			GEN ED / ELECTIVE / MINOR
7	CO 413	Qualitative Research Workshop (Discourse Analysis)	EG			GEN ED / ELECTIVE / MINOR
7	CO 416	Communication Theories Seminar II	EG MK 300	SALE FORCE	COM 4300	GEN ED / ELECTIVE / MINOR OR MEDIA SALES
7	CO 441	Organizational Communication Research I			MGT3630	INTRO ORG BEHAV
7	CO 452	Publicity and Public Relations			COM 4400	Advertising Campaigns

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7	CO 473	Corporate Image Assessment	MK 415	Media Planning	COM 3640	Media Planning
8	<u>CO 404</u>	Audiovisual Production				
8	<u>CO 405</u>	Audiovisual Production Lab				
8	<u>CO 412</u>	Photojournalism				
8	<u>CO 419</u>	Investigative Journalism				
8	<u>CO 429</u>	Opinion Genres				
8	CO 477	Design and Assessment of Communication Projects	AD 469	Internet Marketing	IDS 3250	Internet Studies
8	CO 421	Communication Research Seminar	MK310	Promotion Strategies	COM 4300 MKT 3220	Media Sales Sales Management
8	CO 459	Quantitative Research Workshop (Surveys)	PS361	Interviewing Theory and Technique	COM 3100	Interviewing Techniques

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8	CO 486	Qualitative Research Workshop (Reception)	MK220	Marketing Research	MKT 3240	Integrated Marketing Communication
8	CO 491	Communication for Social Development and Change			COM 3312	Crisis Communication (AS GEN ED / ELECTIVE / MINOR)
9	<u>CO 406</u>	Postproduction				
9	<u>CO 407</u>	Postproduction Lab				
9	<u>CO 408</u>	Distribution and Exhibition Workshop				
9	<u>CO 433</u>	Journalistic Production				
9	CO 494	Internship			COM 3900	Internship (Elective)
9	BA 460	Project Management	EG HR125	Introduction to the Hospitality Industry	HOS 2000	GEN ED / ELECTIVE / MINOR Survey of Hospitality and Tourism Industry
9	CO 487	Production of Educational and Promotional Materials	DV233	Publishing Design	COM 3320	Digital Media Production
9	CO 488	Public and Private Organizations Research Workshop			COM 3538 MGT 3630	Selected Topics Intro to Organizational Behavior