

Universal General Education Transfer Component (UGETC)

English Composition (6 SCH)		The following <u>two</u> English composition courses are required.					
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required <u>or</u> Preferred by Major	Notes
ENG 111	Expository Writing	3	None	RC 1000	3	Required	
ENG 112	Argument-Based Research	3	ENG 111	RC 2001	3	Required	
Total Credit Hours Required		6			6		
Humanities/Fine Arts (9 SCH)		Students will select <u>three</u> courses from at least two different disciplines:					
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required <u>or</u> Preferred by Major	Notes
ART 111	Art Appreciation	3	None	ART 2011	3		
ART 114	Art History Survey I	3	None	ART 2030	3		
ART 115	Art History Survey II	3	None	ART 2130	3		
COM 231	Public Speaking	3	None	COM 2101	3	Required	
ENG 231	American Literature I	3	ENG 112, 113, 114	ENG 2350	3		
ENG 232	American Literature II	3	ENG 112, 113, 114	ENG 2350	3		
ENG 241	British Literature I	3	ENG 112, 113, 114	ENG 2050	3		
ENG 242	British Literature II	3	ENG 112, 113, 114	ENG 2050	3		
MUS 110	Music Appreciation	3	None	MUS 2011	3		
MUS 112	Introduction to Jazz	3	None	MUS 2014	3		
PHI 215	Philosophical Issues	3	ENG 111	PHL Elective	3		
PHI 240	Introduction to Ethics	3	ENG 111	PHL 2000	3		
Total Credit Hours Required		9			9		
Social /Behavioral Science (9 SCH)		Students will select <u>three</u> courses from at least two different disciplines:					
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required <u>or</u> Preferred by Major	Notes
ECO 251	Principles of Microeconomics	3	None	ECO 2030	3		
ECO 252	Principles of Macroeconomics	3	None	ECO 2040	3		
HIS 111	World Civilizations I	3	None	HIS 1101	3		
HIS 112	World Civilizations II	3	None	HIS 1102	3		
HIS 131	American History I	3	None	HIS 1200	3		
HIS 132	American History II	3	None	HIS 1200	3		
PSY 150	General Psychology	3	None	PSY 1200	3		
POL 120	American Government	3	None	P S 1100	3		
SOC 210	Introduction to Sociology	3	None	SOC 1000	3		
Total Credit Hours Required		9			9		
Mathematics (3-4 SCH)		Students will select <u>one</u> course from the following:					
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required <u>or</u> Preferred by Major	Notes
MAT 143	Quantitative Literacy	3	None	MAT 1010	4		
MAT 152	Statistical Methods I	4	None	STT 2810	4		
MAT 171	Precalculus Algebra	4	None	MAT 1020	4		
Total Credit Hours Required		4			4		
Natural Sciences (4 SCH)		Students will select <u>4 SCH</u> from the following courses:					
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required <u>or</u> Preferred by Major	Notes
AST 111/111A	Descriptive Astronomy I and Lab	4	None	AST 1002	4		
AST 151/151A	General Astronomy I and lab I	4	None	AST 1001	4		
BIO 110	Principles of Biology	4	None	BIO 1201 & BIO 1204	4		
BIO 111	General Biology	4	None	BIO 1201 & BIO 1204	4		
CHM 151	General Chemistry I	4	None	CHE 1101 & CHE 1110	4		
GEL 111	Introduction Geology	4	None	GLY 1101	4		
PHY 110/110A	Conceptual Physics and Lab	4	None	PHY 1100	4		
Total Credit Hours Required		4			4		

Total UGETC Hours

32

32

Additional General Education Courses (13-14 SHC) : These courses must be classified as UGETC or general education within the CAA.

Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Category	Notes
UGETC/GEC		3			3	UGETC/GEC	
UGETC/GEC		3			3	UGETC/GEC	
UGETC/GEC		3			3	UGETC/GEC	
UGETC/GEC		3			3	UGETC/GEC	
Total Credit Hours Required		12			12		

Total General Education Hours Required 44 44

Other REQUIRED HOURS (15-16 SHC): These courses must be classified as pre-major, elective or general education within the CAA.

Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Category	Notes
ACA 122	College Transfer Success	1	None		1	GEC	required by CAA
COM 110	Intro to Communications	3		COM Elective	3	GEC	
Pre-Major/GEC/Elective		3			3	Pre-Major/GEC/Elective	
Pre-Major/GEC/Elective		3			3	Pre-Major/GEC/Elective	
Pre-Major/GEC/Elective		3			3	Pre-Major/GEC/Elective	
Pre-Major/GEC/Elective		3			3	Pre-Major/GEC/Elective	

Other Required Hours (15-16 SCH) 16 16

Total Semester Credit Hours in Program: 60

3rd -4th Year Plan: BS, Communications, Advertising				
Semester	Course	Hours	Notes	
5	COM 1200 Thinking Through Communication	3	Major Requirement	15
5	COM 3305 Communication Law	3	Major Requirement	
5	COM 2700 Foundations of Advertising	3	Major Requirement	
5	Minor Course	3	Major Requirement	
5	Minor Course	3	Major Requirement	
6	COM 3155 Persuasion	3	Major Requirement	18
6	COM 3200 or IDS 3250	3	Major Requirement	
6	COM 3928 Research Methods	3	Major Requirement	
6	Minor Course	3	Major Requirement	
6	COM Elective	3	Major Requirement	
6	Business or Creative Emphasis Course	3	Major Requirement	
7	COM 4040 International Advertising	3	Major Requirement	15
7	Business or Creative Emphasis Course	3	Major Requirement	
7	Business or Creative Emphasis Course	3	Major Requirement	
7	COM Elective	3	Major Requirement	
7	Minor Course	3	Major Requirement	
8	COM 4250 Professional Ethics in Advertising	3	Major Requirement	14
8	COM 4400 CAPSTONE	3	Major Requirement	
8	Minor Course	3	Major Requirement	
8	Minor Course	3	Major Requirement	
8	Free Elective	2		14
				62
				60 transfer hours
				122 hours for graduation

- Residency Requirements:**
- 32 hours must be from ASU
 - 18 hours in the major must be from ASU
 - 9 hours in the minor must be from ASU
 - Final 30 hours must be courses taken through ASU (includes internships, study abroad taken through ASU)