

TRANSFER GUIDE

BS, Communication, Advertising, 507A
Appalachian State University
2019-2020

Department of Communication
College of Fine & Applied Arts
Program of Study

STUDENTS SHOULD PLAN TO BEGIN APPALACHIAN COURSEWORK DURING THE SUMMER I TERM. (SEE BELOW)

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	
	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	ENG 112	Writing/Research in the Disciplines	3	RC 2001	
	UGETC	Humanity/Fine Art	3		
	UGETC	Social/Behavioral Science	3		
	UGETC	Social/Behavioral Science	3		
	UGETC	Natural Science	4		
Semester hours			16		
Semester 3: 15 hours	COM 231	Public Speaking	3	COM 2105	
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
Semester hours			15		
Semester 4: 15 hours	COM 120	Interpersonal Communication	3	COM 2121	Preferred by the department but not required
	COM 140	Intro to Intercultural Communication	3	COM 2124	Preferred by the department but not required
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
Semester hours			15		
Total AA degree hours			60		

Appalachian Course Work: 60 hours					
Semester	Appalachian Course	Course Name	Hours	Appalachian Equivalent	Notes
Summer: 6 hours Summer I	COM 1200	Thinking Through Communication	3		
	COM 2700	Foundations of Advertising	3		
	Summer hours			6	
Semester 5: 12 hours	COM 3305	Communication Law	3		
	Business or Creative Emphasis Course		3		
	Minor Course		3		
	Minor Course		3		
Semester hours			12		
Semester 6: 12 hours	COM 3155	Persuasion	3	Writing in the Discipline	
	COM 3317	Social Media Strategies	3		
	COM 3928	Communication Research Methods	3		
	Minor Course		3		
Semester hours			12		
Semester 7: 15 hours	COM 4040	International Advertising	3		
	Business or Creative Emphasis Course		3		
	Business or Creative Emphasis Course		3		
	Minor Course		3		
	Free Elective		3		
Semester hours			15		
Semester 8: 15 hours	COM 4250	Professional Ethics in Advertising	3		
	COM 4400	CAPSTONE	3	Portfolio required	
	Minor Course		3		
	Minor Course		3		
	Free Elective		3		
Semester hours			15		
Total Appalachian hours			60		

Applying to Appalachian:

- A minimum cumulative GPA, from all post-secondary coursework, is required for admission to Appalachian.
- Students interested in applying to Appalachian should submit an on-line application and official college transcripts to be considered for admission.
- Students hoping to attend a summer or fall term are encouraged to apply by February 15th and those hoping to attend in the spring are encouraged to apply by October 15th.

Advising & Community College Course Selection:

- For UGETC, Pre-Major, Elective, or GEC course options please refer to the [Comprehensive Articulation Agreement transfer course list](#).
- Students should work with their community college academic advisor to ensure appropriate course selection for AA degree completion.

Admission to the Department of Communication:

- Transfer students may be allowed to declare a Communication major if they have earned a 2.5 cumulative GPA on coursework completed prior to attending Appalachian.

Portfolio Requirement:

- The Department of Communication requires all graduating seniors to develop a portfolio. Students should plan to begin collecting content for their portfolio as soon as they enter the program.
 - TV storyboard & script; ad designed in Quark or Pagemaker; creative brief/copy/platform/creative strategy
 - Optional: journalistic article, news release, web page design
- In addition to specific requirements, portfolios should also include a resume and self-assessment paper that accurately and adequately state communication skills.

Transfer Resources:

- 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
- University Housing housing.appstate.edu
- Off-Campus Housing offcampushousing.appstate.edu
- Campus Activities campusactivities.appstate.edu
- Distance Education distance.appstate.edu



App State Online: Appalachian offers this degree in an online platform. Students interested in this degree option should contact App State Online at 828-262-3113 or online.appstate.edu.