



**BACHELOR of ARTS in ADVERTISING (#727)
CREATIVE PRINT AD DESIGN CONCENTRATION**

Minor in Graphic Design

School of Journalism & Broadcasting

Potter College of Arts & Letters

Western Kentucky University

The suggested program of study shown below should be used in consultation with your advisor(s). Every student will finish with a unique plan of his/her own depending on the electives selected.

Success Markers

SAMPLE - 4 year plan

FIRST YEAR <i>Visit the Math Lab for free tutoring</i> <i>Join the Advertising Federation of America - Ad Fed</i>	Fall Semester		Spring Semester	
	JOUR 201* <i>Media & Society</i>	3	JOUR 202 * <i>Intro. to Media Writing</i>	3
	Gen. Ed. ENG 100* (A-1) <i>Intro. to College Writing</i>	3	Gen. Ed. (A-3) COMM 161* <i>Speech</i>	3
	Gen. Ed. MATH* (D-2) <i>(MATH 109 or 116 or higher)</i>	3	Gen. Ed. (C-1) HIST 119 or 120* <i>Western Civilization</i>	3
	Gen. Ed. (B-2) minor course ART 105 or 106 - <i>Art History</i>	3	Gen. Ed. (D-1) <i>Science</i>	3
	Gen. Ed. (A-2) <i>Foreign Language</i>	3	Gen. Ed. (C-2) <i>Social / Behavioral Sciences</i>	3
	UC 175 <i>Univ. Experience (optional)</i>	2	Gen Ed. (F) <i>Health & Wellness</i>	1
	TOTAL CREDIT HOURS	17	TOTAL CREDIT HOURS	16

SECOND YEAR <i>Join student media outlet - WWHR, College Heights Herald, or The Talisman</i>	Fall Semester		Spring Semester	
	JOUR 232 <i>Technologies for Journalism</i>	3	JOUR 341 <i>Principles of Advertising</i> { JOUR 201, 202 }	3
	ART 130 (minor course) <i>2-Dimensional Design</i>	3	ART 231 (minor course) <i>Graphic Design</i> {ART 130, 140}	3
	ART 140 (minor course) <i>Drawing</i>	3	Gen. Ed. (D-1, DL) <i>Science</i>	3
	Gen. Ed. (E) GEOG 110 <i>World Geography</i> OR Gen. Ed. (C-2) GEOG 360 <i>Geog. N. Amer.</i>	3	Gen. Ed. (E) OR Gen. Ed. (C-2)	3
	Gen. Ed. (B-1) <i>Literature</i>	3	Gen. Ed. (B-2) <i>Humanities</i>	3
	Gen. Ed. (F) <i>Health & Wellness</i>	1		
	TOTAL CREDIT HOURS	16	TOTAL CREDIT HOURS	15

SUMMER TERM <i>Consider a study abroad experience this summer.</i>	Summer Term	
	TOTAL CREDIT HOURS	

THIRD YEAR <i>File application for graduation at 90 hours. (on-line form in Topnet)</i> <i>**Note: JOUR 300 must be taken in spring of junior year.</i> <i>Explore opportunities at Imagewest.</i>	Fall Semester		Spring Semester	
	JOUR 343 <i>Print Design, Production & Typography (JOUR 201, 202, 232)</i>	3	JOUR 300** -AD/PR Research (Spring only) (MKT 220, Stats, JOUR 232 and either JOUR 341 or 355)	3
	JOUR 344 <i>Advertising in a Digital World (Fall only) (JOUR 341 or permission)</i>	3	JOUR 340 <i>Creative Strategy/Copywriting (Spring only) (JOUR 341)</i>	3
	ECON 206 Statistics OR equivalent stats course	3	Gen. Ed. (A-1) ENG 300 <i>Writing in the Disciplines</i>	3
	MKT 220 <i>Marketing Concepts (Sophomore standing)</i>	3	Art Minor <i>Restricted Elective (U/L)</i>	3
	ART 330 (minor course) - <i>Graphic Design (ART 231, junior standing)</i>	3	Major <i>Restricted Elective</i>	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SUMMER TERM <i>Consider an internship for credit this summer. JOUR 448 counts as an elective in the major.</i>	Summer Term	
	TOTAL CREDIT HOURS	

FOURTH YEAR <i>Visit <u>Career Services</u> for resume consultation, practice interviews, begin job search.</i> <i>Celebrate</i>	Fall Semester		Spring Semester	
	JOUR 345 <i>Copywriting & Layout (Fall only) (JOUR 343 & satisfactory rating on portfolio review)</i>	3	JOUR 445 <i>Advanced Copywriting/Layout (Spring only) (Capstone) (JOUR 345 & senior standing)</i>	3
	Major <i>Restricted Elective</i>	3	Art Minor <i>Restricted Elective (U/L)</i>	3
	Art Minor <i>Restricted Elective (U/L)</i>	3	<i>General Elective</i>	3
	<i>General Elective</i>	3	<i>General Elective</i>	3
	<i>General Elective</i>	2		
	JOUR 345 <i>Copywriting & Layout (fall only) {JOUR 343 & satisfactory rating on portfolio review}</i>	3	JOUR 445 <i>Advanced Copywriting/Layout (spring only) (capstone) {JOUR 345 & senior standing}</i>	3
	TOTAL CREDIT HOURS	14	TOTAL CREDIT HOURS	12
Total Credit Hours: 120				

* Denotes prerequisite courses before program admission

Course prerequisites are in parentheses and italics after each course listing.

For more Information:

Department: School of Journalism & Broadcasting

Website: www.wku.edu/journalism

Phone: (270) 745-4144

Course Descriptions: <http://www.wku.edu/undergraduatecatalog/>