Major in Advertising 4-year plans

The following four-year plans are designed to help you plan your program in advertising. Every student will finish with a unique plan of his/her own depending on the minor area of study, electives selected, etc. These four-year plans are an example to help plan your degree program in consultation with your advertising faculty advisor. Refer to the University catalog for additional information.

Note: To meet ACEJMC accreditation standards, students must complete 80 hours outside of the major including 65 hours of liberal arts and sciences. A course listing of accepted liberal arts and sciences courses is available at www.wku.edu/pcal/uploads/Journalism%20Broadcasting/las.doc

If the minor selected is not in a liberal arts or science subject (LAS), then the student can expect to take more hours than the University requirement of 120 hours for graduation.

120-hour degree effective with December 2009 graduating class

Advertising Account Services Track
Minor in Marketing recommended

124 hours total

Creative Track—Interactive Advertising Emphasis
Minor in Graphic Design, CIS/CS, or Marketing recommended

120 hours total with minor in liberal arts or science subject

130 hours or more with minor in non-liberal arts subject

Creative Track—Print Advertising Emphasis
Minor in Graphic Design required ref# 385

136 hours total

Creative Track—Broadcast Advertising Emphasis

120 hours total with minor in liberal arts or science subject

130 hours or more with minor in non-liberal arts subject

Rev. 4/09 effective spring 2005 for students declaring the major prior to fall 2009