

# **Unofficial Degree Planning Worksheet**

# *Catalog Year: 2021-2022*

# BA in ADPR—ADVERTISING CREATIVE

| This worksheet is designed to help you plan and track your progress toward your degree. It lists all the graduation requirements. For full course descriptions, please refer to the current undergraduate [Catalog](https://www.ut.edu/academics/university-catalogs). | Course Taken or Transferred In | Semester Taken or Course Remaining |
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| **UNIVERSITY GRADUATION REQUIREMENTS** |
| [ ] Students must earn 124 hours to be eligible for graduation.[ ] Students must maintain an overall GPA of a 2.0 to be eligible for graduation.[ ] Students must complete 31 of the last 35 hours in residency at UT. |
| **BACCALAUREATE EXPERIENCE REQUIREMENTS*****Courses used for Baccalaureate Experience may not be used in the major (unless otherwise stated in the catalog).*** |
| Two-Year Learning Community |
| BAC 100 (0cr) – Digital Skills |  |  |
| BAC/HON 101/102 (2cr) – First-Year Seminar (two semester sequence)BAC 103 (1cr) – Transfer Student Seminar (one semester course) *- Optional*BAC 104 (1cr) – Veteran Student Seminar (one semester course) |  |  |
| AWR 101 (4cr) – Writing and Inquiry* *Domestic Students may be required to take AWR 100 based on English Placement.*
* *International Students may be required to take AWR 110 before AWR 101 or AWR 111 in conjunction with AWR 101 based on English Placement.*
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| AWR 201 (4cr) – Writing and Research *Recommended to take in the second year* |  |  |
| Mathematics (4cr) – MAT 155 or Higher |  |  |
| Natural Science – NS (6 Credits)***Must be lecture course, not a lab.*** |
| Biological Science (3cr) |  |  |
| Chemical or Physical Science (3cr)  |  |  |
| Humanities – HFA (11 Credits) |
| * *Must have at least two different disciplines represented.*
* *May only apply up to 4 credits of Studio/Performance courses.*

*Courses to fulfill this requirement may be found in the following disciplines: animation, dance, English/literature, film, foreign languages, linguistics, music, new media, philosophy, religion, speech and theatre, plus those art, communication, writing and women’s and gender studies courses so designated in the Course Descriptions section of the catalog.* |  |  |
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| Social Science – SS (11 Credits) |
| * *Must have at least two different disciplines represented.*

*Courses to fulfill this requirement may be found in the following disciplines:* *economics, geography, history, political science, psychology, sociology, and urban studies, plus those communication, criminology, law justice and advocacy, and women’s and gender studies courses so designated in the Course Descriptions section of the catalog.* |  |  |
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|  | Course Taken or Transferred In | Semester Taken or Course Remaining |
| --- | --- | --- |
| Art/Aesthetic – A (3 Credits)***Can come from anywhere in the curriculum.*** |
| *Art/aesthetic courses are devoted primarily to the development of skills in human expression for the purpose of engaging the aesthetic sense, or courses devoted primarily to the development of students’ critical appreciation of aesthetics. Courses can be found in multiple disciplines, see Course Search or Catalog to find courses.* |  |  |
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| Non-Western and International/Global Awareness – NW/IG (9 Credits)***Can come from anywhere in the curriculum.*** |
| Non-Western (3cr) *Deal in either a direct or comparative way with political, social, or cultural issues within the context of non-Western or Third World concerns.* |  |  |
| International/Global Awareness (3cr)*Deal in a direct or comparative way with political, social, cultural or economic issues impacting the international and/or global arena.* |  |  |
| Non-Western or International/Global Awareness (3cr) |  |  |
| Writing Intensive – W (9 Credits)***Can come from anywhere in the curriculum.*** |
| *Courses in addition to AWR 101 and AWR 201 that emphasize writing as a process of learning and communicating. Some credits may be waived for transfer students, please refer to the Catalog for more information.* |  |  |
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| **MAJOR REQUIREMENTS (68 Credits)** |
| Core Courses (28 Credits) |
| COM 222 (4cr) – Media Aesthetics and Creativity |  |  |
| COM 224 (4cr) –Media and Society |  |  |
| COM 225 (4cr) – Media Writing |  |  |
| COM 283 (4cr) – Principles of Advertising |  |  |
| COM 284 (4cr) – Principles of Public Relations |  |  |
| COM 436 (4cr) – Communication and Media Ethics***Pre-Req:*** *COM 224* |  |  |
| COM 470 (4cr) – Communication Research Methods***Pre-Req:*** *COM 224, junior or senior standing, or permission of the instructor* |  |  |
| Digital Core Part 1 (4 Credits)Choose one of the following:* ART 110 – Foundations of Digital Arts
* FMX 210 – Digital Media
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| Digital Core Elective (4cr)  |  |  |
| Digital Core Part 2 (4 Credits)Choose one of the following:* COM 302 – Digital Media and Design for Communication *(Pre-Req: ART 110 or FMX 210; plus at least one of the following: COM 222, COM 224, COM 225, COM 232, COM 283; or consent of instructor)*
* ART 305 – Graphic Design I (1) *(Pre-Req: ART 102, ART 104, and ART 110)*
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| Digital Core Elective (4cr)  |  |  |
| Digital Elective (4 Credits)Choose one of the following:* COM 236 – UTTV Student Television
* COM 315 – Web Design *(Pre-Req: ART 110, FMX 210, JOU 221 or consent of instructor)*
* FMX 241 – Sound, Image, and Motion
* JOU 221 – Multimedia Storytelling
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| Digital Elective (4cr)  |  |  |
| ADVERTISING CREATIVE CONCENTRATION (28 Credits) |
| COM 232 (4cr) – Visual Literacy |  |  |
| COM 383 (4cr) – Advertising Creative Direction***Pre-Req:*** *COM 283, plus either ART 110 or FMX 210* |  |  |
| COM 483 (4cr) – Advertising Campaigns***Pre-Req:*** *ART 305 or COM 302, COM 383, and senior standing, or permission of instructor* |  |  |
| History/Theory Electives (8 Credits)At least 4 credit hours must be taken at the 300-level or above.*Refer to* [*catalog*](http://ut.smartcatalogiq.com/current/catalog/College-of-Arts-and-Letters/Department-of-Communication/Advertising-and-Public-Relations-Major) *for Advertising Creative-History/Theory Elective options.* |
| History/Theory Elective (4cr)  |  |  |
| History/Theory 300+ Elective (4cr)  |  |  |
| **Practicum Electives (8 Credits)**At least 4 credit hours must be taken at the 300-level or above.*Refer to* [*catalog*](http://ut.smartcatalogiq.com/current/catalog/College-of-Arts-and-Letters/Department-of-Communication/Advertising-and-Public-Relations-Major) *for Advertising Creative-Practicum Elective options.* |  |  |
| Major Electives (4cr)  |  |  |
| Major Electives (4cr)  |  |  |
| Major Residency Requirements (15 Credits) |
| *Students must complete at least 15 credit hours in the student’s major.* |