### Bachelor of Arts in Media Advertising

**Required Semester Credit Hours (SCH): 120**

Refer to the University Catalog for all degree requirements at [catalog.utep.edu](catalog.utep.edu). The flowchart below may not reflect all student schedules; courses can be shifted to different semesters where applicable. Many core curriculum courses are also offered in the Summer (Su). Students are encouraged to register early and check Goldmine for course availability.

<table>
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<th>Required Semester Credit Hours (SCH): 120</th>
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#### University Core Curriculum*

- **Foreign Language** (3 SCH) (F/Sp)
- **Component Option Area** (3 SCH) (F/Sp)
- **Creative Arts** (3 SCH) (F/Sp)
- **Language, Philosophy, and Culture Area** (3 SCH) (F/Sp)
- **Mathematics** (3 SCH) (F/Sp)
- **Social & Behavioral Sciences Area** (3 SCH) (F/Sp)

#### Major Courses

- **First Semester** (15 SCH)
  - RWS 1301 Rhetoric & Composition I (3 SCH) (F/Sp)
  - POLS 2310 Introduction to Politics (3 SCH) (F/Sp)
  - HIST 1301 History of U.S. to 1865 (3 SCH) (F/Sp)
  - HIST 1302 History of U.S. since 1865 (3 SCH) (F/Sp)
- **Second Semester** (15 SCH)
  - See University Catalog
  - See University Catalog
  - See University Catalog
  - See University Catalog

#### Minor Courses

- **Minor** (3 SCH) (F/Sp)

#### Sample Degree Plan

- **First Semester** (15 SCH)
  - Intro to Communications Studies (COMM 1370) (3 SCH) (F/Sp)
  - Principles of Advertising (COMM 2330) (3 SCH) (F/Sp)
  - Communication Theory/Analysis (COMM 3371) (3 SCH) (F/Sp)
  - Integrated Marketing Communications (COMM 3338) (3 SCH) (F/Sp)
  - See University Catalog
  - See University Catalog
  - See University Catalog
- **Second Semester** (15 SCH)
  - Adv Design, Graphics, Layout (COMM 4372) (3 SCH) (F/Sp)
  - Adv Design, Graphics, Layout (COMM 4372) (3 SCH) (F/Sp)
  - Creative Str./ Copywriting (COMM 4333) (3 SCH) (F/Sp)
  - Advertising Campaigns (COMM 4335) (3 SCH) (F/Sp)
  - See University Catalog
  - See University Catalog
  - See University Catalog

### Notes

- *C or better required.
- Arrow indicates a prerequisite.
- Color-coded boxes group the course subject.
- F/Sp/Su indicates the semesters Fall/Spring/Summer.

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