BA in Communications: Advertising (483630) MAP Sheet
Fine Arts and Communications, School of Communications

For students entering the degree program during the 2022-2023 curricular year. This is a limited-enrollment program requiring school admissions approval.

Admission is obtained by application after completion of prerequisite courses and achieving a B grade or higher. Students will have two opportunities to apply to their program of choice—one in Sept. and one in Jan. Please refer to the school’s website (http://comms.byu.edu) for additional application instructions. Please contact the School of Communications or college advisement center (801-422-3777) for more information.

<table>
<thead>
<tr>
<th>University Core Requirements</th>
<th>Suggested Sequence of Courses</th>
</tr>
</thead>
</table>

### University Core Requirements:

<table>
<thead>
<tr>
<th>Requirements</th>
<th>#Classes</th>
<th>Hours</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Religion Cornerstones</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teaxings and Doctrine of The Book of Mormon</td>
<td>1</td>
<td>2.0</td>
<td>REL A 275</td>
</tr>
<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
<td>1</td>
<td>2.0</td>
<td>REL A 250</td>
</tr>
<tr>
<td>Foundations of the Restoration</td>
<td>1</td>
<td>2.0</td>
<td>REL C 225</td>
</tr>
<tr>
<td>The Eternal Family</td>
<td>1</td>
<td>2.0</td>
<td>REL C 200</td>
</tr>
</tbody>
</table>

| **The Individual and Society** |          |       |         |
| American Heritage             | 1-2      | 3.0-6.0 | from approved list |
| Global and Cultural Awareness | 1       | 3.0   | from approved list |

| **Skills**                     |          |       |         |
| First Year Writing             | 1        | 3.0   | from approved list |
| Advanced Written and Oral Communications | 1 | 3.0 | from approved list |
| Quantitative Reasoning         | 1        | 3.0   | from approved list |
| Languages of Learning (Math or Language) | 1 | 3.0 | from approved list |

| **Arts, Letters, and Sciences** |          |       |         |
| Civilization 1                | 1        | 3.0   | from approved list |
| Civilization 2                | 1        | 3.0   | from approved list |
| Arts                         | 1        | 3.0   | from approved list |
| Letters                      | 1        | 3.0   | from approved list |
| Biological Science            | 1        | 3.0   | from approved list |
| Physical Science              | 1        | 3.0   | from approved list |
| Social Science                | 1        | 3.0   | from approved list |

| **Core Enrichment: Electives** |          |       |         |
| Religion Electives            | 3-4      | 6.0   | from approved list |
| Open Electives                | Variable | Variable | personal choice |

*These classes fill both University Core and Major requirements (3 hours overlap)

### Graduation Requirements:

- Minimum residence hours required: 30.0
- Minimum hours needed to graduate: 120.0

### FRESHMAN YEAR

#### 1st Semester
- WRTG 150* | 3.0
- COMMS 101 | 3.0
- Religion Cornerstone course | 2.0
- General Education courses and/or general electives | 7.0
- **Total Hours**: 15.0

#### 2nd Semester
- American Heritage | 3.0
- COMMS 230 | 3.0
- Religion Cornerstone course | 2.0
- General Education course and/or general electives | 7.0
- **Total Hours**: 15.0

#### Sophomore Year

#### 3rd Semester
- COMMS 300 | 3.0
- COMMS 304 | 3.0
- Religion Cornerstone course | 2.0
- General Education courses and/or general electives | 7.0
- **Total Hours**: 15.0

#### Junior Year

#### 4th Semester
- COMMS elective | 3.0
- Religion elective | 2.0
- General Education courses and/or general electives | 7.0
- **Total Hours**: 15.0

#### Sophomore Year

#### 3rd Semester
- COMMS 300 | 3.0
- COMMS 304 | 3.0
- Religion Cornerstone course | 2.0
- General Education courses and/or general electives | 7.0
- **Total Hours**: 15.0

#### Junior Year

#### 4th Semester
- COMMS 371R | 3.0
- Religion elective | 2.0
- General Education courses and/or general electives | 7.0
- **Total Hours**: 15.0

#### Summer/Spring

**SOPHOMORE YEAR**

#### 3rd Semester
- COMMS 300 | 3.0
- COMMS 304 | 3.0
- Religion Cornerstone course | 2.0
- General Education courses and/or general electives | 7.0
- **Total Hours**: 15.0

#### 4th Semester
- COMMS elective | 3.0
- Religion elective | 2.0
- General Education courses and/or general electives | 7.0
- **Total Hours**: 15.0

#### 5th Semester
- COMMS 309 | 3.0
- COMMS elective | 3.0
- **Total Hours**: 6.0

#### 6th Semester
- COMMS 371R | 3.0
- Religion elective | 2.0
- General Education courses and/or general electives | 7.0
- **Total Hours**: 15.0

#### 7th Semester
- COMMS 438 or 372 | 3.0
- COMMS elective | 3.0
- Religion elective | 2.0
- General Education courses and/or general electives | 7.0
- **Total Hours**: 15.0

#### 8th Semester
- COMMS 480 | 3.0
- General Education courses and/or general electives | 6.0
- **Total Hours**: 12.0

#### Senior Year

#### 7th Semester
- COMMS 438 or 372 | 3.0
- COMMS elective | 3.0
- Religion elective | 2.0
- General Education courses and/or general electives | 7.0
- **Total Hours**: 15.0

#### 8th Semester
- COMMS 480 | 3.0
- General Education courses and/or general electives | 6.0
- **Total Hours**: 12.0

#### Special Requirements

- *Comms 371R must be taken once before graduation and various sections will be offered.
- *Creative students will work in the AdLab and go on the Study Abroad.
- *If you're applying to the Creative Track, take Comms 330. If you don't get accepted into the Creative Track, you are automatically in the Strategy Track and you must take Comms 317 the next semester with the required management class of Comms 337.

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*Suggested Sequence of Courses*

- Freshman Year:
  - 1st Semester:
    - WRTG 150* (3.0 hours)
    - COMMS 101 (3.0 hours)
    - Religion Cornerstone course (2.0 hours)
    - General Education courses and/or general electives (7.0 hours)
    - Total Hours: 15.0
  - 2nd Semester:
    - American Heritage (3.0 hours)
    - COMMS 230 (3.0 hours)
    - Religion Cornerstone course (2.0 hours)
    - General Education course and/or general electives (7.0 hours)
    - Total Hours: 15.0
- Sophomore Year:
  - 3rd Semester:
    - COMMS 300 (3.0 hours)
    - COMMS 304 (3.0 hours)
    - Religion Cornerstone course (2.0 hours)
    - General Education courses and/or general electives (7.0 hours)
    - Total Hours: 15.0
  - 4th Semester:
    - COMMS elective (3.0 hours)
    - Religion elective (2.0 hours)
    - General Education courses and/or general electives (7.0 hours)
    - Total Hours: 15.0
- Junior Year:
  - 3rd Semester:
    - COMMS 309 (3.0 hours)
    - COMMS elective (3.0 hours)
    - Total Hours: 6.0
  - 4th Semester:
    - COMMS 371R (3.0 hours)
    - Religion elective (2.0 hours)
    - General Education courses and/or general electives (7.0 hours)
    - Total Hours: 15.0
  - Special Requirements:
    - *Comms 371R must be taken once before graduation and various sections will be offered.
    - *Creative students will work in the AdLab and go on the Study Abroad.
    - *If you're applying to the Creative Track, take Comms 330. If you don't get accepted into the Creative Track, you are automatically in the Strategy Track and you must take Comms 317 the next semester with the required management class of Comms 337.

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*Note: Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year. Taking fewer credits substantially increases the cost and the number of semesters to graduate.*
### BA in Communications: Advertising (483630)
#### 2022-2023 Program Requirements (42 - 45 Credit Hours)

All students must take a campus writing course before applying for admission to the major. The following writing course fills this requirement and satisfies the GE First-Year Writing requirement: Wrtg 150. AP credit does not fulfill this requirement. Note: Students must receive a B grade or better to be eligible to apply for admission to the program.

**REQUIREMENT 4** Complete 3 courses

**REQUIREMENT 5** Complete 2 courses

**REQUIREMENT 6** Complete 1 course

**REQUIREMENT 7** Complete 4 course(s)

**REQUIREMENT 8** Complete 6 course(s)

**REQUIREMENT 9** Complete 1 option

**COMPLETE ONE OF THE FOLLOWING TRACKS:**

**OPTION 6.1** Complete 1 group

**A. ADVERTISING STRATEGY TRACK:**

<table>
<thead>
<tr>
<th>GROUP 6.1</th>
<th>Complete 5 courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMS 317 - Advertising Research Methods</td>
<td>3.0</td>
</tr>
<tr>
<td>COMMS 337 - Advertising Account Management</td>
<td>3.0</td>
</tr>
<tr>
<td>COMMS 372 - Marketing Media Planning and Strategy</td>
<td>3.0</td>
</tr>
<tr>
<td>COMMS 489 - Strategic Advertising Campaigns</td>
<td>3.0</td>
</tr>
<tr>
<td>MKTG 201 - Marketing Management</td>
<td>3.0</td>
</tr>
</tbody>
</table>

**OPTION 6.2** Complete 2 groups

**B. CREATIVE TRACK:**

<table>
<thead>
<tr>
<th>GROUP 6.2</th>
<th>Complete 1 course</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMS 300 - Creating Advertising Concepts - Portfolio 1</td>
<td>3.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GROUP 6.2</th>
<th>Complete 3 courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMS 331 - Creating Advertising Concepts - Portfolio 2</td>
<td>3.0</td>
</tr>
<tr>
<td>COMMS 433 - Advanced Advertising Concepting - Portfolio 3</td>
<td>3.0</td>
</tr>
<tr>
<td>COMMS 489 - Strategic Advertising Campaigns</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Note: Students will be considered for admission to the creative track each year based on their application, the successful completion of COMMS 330 and the submission of a portfolio.

**REQUIREMENT 7**

**OPTION 7.1** Complete 3.0 hours from the following course(s)

| INTERNSHIP: AFTER CONSULTING WITH AN ADVISOR, COMPLETE AN INTERNSHIP IN CONJUNCTION WITH 3 HOURS OF THE FOLLOWING: |
| COMMS 496R - Academic Internship |
| COMMS 498R - Projects in Communications |

Note: A C- grade or better in the following prerequisite courses must be achieved before the internship experience: (1) Advertising strategy track: COMMS 309, 317, 337. (2) Creative track: COMMS 309, 330, 331.

**OPTION 7.2** Complete 3.0 hours from the following course(s)

| FACULTY MENTORED RESEARCH PRACTICUM: CONDUCTING RESEARCH IN A MENTORED ENVIRONMENT WITH A FACULTY-SANCTIONED RESEARCH PROJECT. AFTER CONSULTING WITH A FACULTY ADVISOR, COMPLETE A MENTORED RESEARCH PRACTICUM IN CONJUNCTION WITH 3 HOURS OF THE FOLLOWING: |
| COMMS 497R - Mentored Research Practicum |

Note: It is the student’s responsibility to find a School of Communications faculty member who is willing to mentor the student on one of the faculty member’s COMMS projects. Enrollment in COMMS 497R is based on the availability of faculty-mentored COMMS projects. After the student has secured a faculty mentor, the student must request a COMMS 497R contract from the School of Communications main office. The student and their faculty mentor must agree on the terms of the contract and sign it. The student should return the form to the main office to receive an add code.

**OPTION 7.3** Complete 3.0 hours from the following course(s)

| FACULTY MENTORED PROJECTS IN COMMUNICATION: AFTER CONSULTING WITH A FACULTY ADVISOR, COMPLETE A MENTORED COMMUNICATION PROJECT IN CONJUNCTION WITH 3 HOURS OF THE FOLLOWING: |
| COMMS 498R - Projects in Communications |

You may take up to 3 credit hours.

Note: It is the student’s responsibility to find a School of Communications faculty member who is willing to mentor the student on one of the faculty member’s COMMS projects. Enrollment in COMMS 498R is based on the availability of faculty-mentored COMMS projects. After the student has secured a faculty mentor, the student must request a COMMS 498R contract from the School of Communications main office. The student and their faculty mentor must agree on the terms of the contract and sign it. The student should return the form to the main office to receive an add code.

**OPTION 7.4** Complete 3.0 hours from the following course(s)

| SCHOOL OF COMMUNICATIONS LABS: AFTER CONSULTING WITH YOUR SEQUENCE/S PROFESSIONAL FACULTY AND LAB MANAGER, COMPLETE A MENTORED LAB EXPERIENCE IN CONJUNCTION WITH 3 HOURS OF THE FOLLOWING: |
| COMMS 491R - Student Media Labs |

You may take up to 3 credit hours.

Note: It is the student’s responsibility to talk to their sequence/lab mentors to discuss the possibility of enrolling in COMMS 491R. Enrollment is based on project availability and lab needs. Students who have been cleared to enroll must request a COMMS 491R contract from the School of Communications main office. The student and their lab mentors must agree on the terms of the contract and sign it. Students should return the form to the main office to receive an add code. COMMS 491R cannot be combined with a paid position in the same lab.

**OPTION 7.5** Complete 3.0 hours from the following course(s)

| COMMS 335 - TV Commercial Production |

You may take up to 3 credit hours.

Note: It is the student’s responsibility to find a School of Communications faculty member who is willing to mentor the student on one of the faculty member’s research projects. Enrollment in COMMS 497R is based on faculty research project availability. After the student has secured a faculty mentor, the student must request a COMMS 497R contract from the School of Communications main office. The student and their faculty mentor must agree on the terms of the contract and sign it. The student should return the form to the main office to receive an add code.

**REQUIREMENT 8** Complete a minimum of 72 hours in courses outside of the department while meeting BYU’s University Core requirements.
GENERAL INFORMATION:
Working under faculty direction, students in the school edit and publish the Daily Universe as a laboratory newspaper for the campus, produce daily television newscasts that air on the local BYUtv station and are streamed online, produce content for universe. byu.edu, plan advertising and public relations campaigns, solve media sales and management problems, and use “new media” in diverse situations. The School of Communications sponsors the International Media Studies Program, which seeks to broaden students’ awareness of worldwide communications issues and practices. Not only do students have opportunity to study the media systems of other nations through classes and on-site experiences, but media practitioners of other nations are also brought to campus as lecturers and visiting experts. The school encourages early admission. Students who enroll in Comm 101, 230, and complete the English requirement can apply to the major as early as the second semester of their freshman year.

SCHOOL REQUIREMENTS:
1. Each student must be Pre-Comms in order to apply to the major. Contact the college advisement center for admission requirements, or comms.byu.edu.
2. All students must take a campus writing course before applying for admission to the major. WRTG 150 or any Advanced Writing Course fulfills this requirement. AP credit does not.
3. Complete a minimum of 72 hours in courses outside of the department, while meeting BYU’s University Core requirements.
4. Every student is required to complete an internship or an equivalent approved mentored experience. Although the school operates an internship office (280 Brimhall Building) that serves as a clearinghouse for internship information, the responsibility for securing an internship rests with the student. However, students may not embark on any internship without prior approval from a faculty advisor, before processing appropriate documents with the Internship Office (280 BRMB), and without being enrolled in Comm 496R. In certain courses, students will be required to demonstrate proficiency in InDesign, Adobe Photoshop and Adobe Illustrator by portfolio review.

See the School of Communications in 360 BRMB.
6. For program objectives, please see: learningoutcomes.byu.edu.

THE DISCIPLINE:
Communications majors who choose advertising as their emphasis will receive a firm grasp of communication theory and principles, strategic planning and creative problem-solving and be prepared for entry-level positions in advertising agencies. Advertising students will learn research methods to gather insights, write and present messaging strategies and ideate creative solutions to answer the needs of specific target audiences. Creative track students will develop concepting and executions skills to make advertisements for all current media channels. Strategy track students will perform qualitative and quantitative research, collect and analyze data, learn to evaluate campaign messages and develop effective strategy briefs and media plans. All advertising students will prepare portfolios required for entry-level careers in the advertising field.
In addition, students will have the opportunity to participate in the BYU AdLab, a student-run professionally mentored advertising agency, which works with national brands as clients to help students cement theories learned in class by applying them in practice.

CAREER OPPORTUNITIES:
This field provides career opportunities in advertising, a variety of ad agency roles including: creative, research, media planning, and management functions.

OFF-CAMPUS PROFESSIONAL INTERNSHIPS:
Internships must be arranged with the approval of students’ faculty advisors. Such an internship must be under the supervision of a full-time advertising practitioner. Prerequisites for the internship are Strategy Track: Comm 309, 317 and 337. Creative Track: Comm 309, 330 and 331.
Internships on campus must be specifically approved by the faculty advisor well in advance. Not all campus internships fill the requirement. Students must have C- or better in all internship prerequisite classes. For more information please refer to the internship website: comms.byu.edu/internships-careers/

FACULTY ADVISOR:
Check with the School of Communications, 360 BRMB, to be assigned to a faculty advisor.

MAP DISCLAIMER
While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.

DEPARTMENT INFORMATION
School of Communications
360 Brimhall Building
Brigham Young University
Provo, UT 84602
Telephone: 801-422-2997

ADVISEMENT CENTER INFORMATION
College of Fine Arts & Communications Advisement Center
D-444 Harris Fine Arts Center
Brigham Young University
Provo, UT 84602
Telephone: 801-422-3777
Email: cfacadvise@byu.edu
Website: cfacadvise.byu.edu