

Fall 2022 - current
Bachelor of Arts in Advertising

BG Perspective (BGP) Requirements

Must complete at least 1 course in each of the following:

English Composition and Oral Communication Course	Credits
_____	_____
Quantitative Literacy	_____
_____	_____

Must Complete at least 2 courses in each of the following:

Humanities and the Arts	_____
_____	_____
Natural Sciences - at least one Lab Science required	_____
_____	_____
Social and Behavioral Sciences	_____
_____	_____

Complete total required BGP credit hours by selecting courses from any of the above categories:

_____	_____
_____	_____
_____	_____

University Requirements Designated courses in Humanities and the Arts and the Social and Behavioral Sciences domains may be used to fulfill both the BGP requirement and one of the following university requirements:

Cultural Diversity in the US	_____
International Perspective	_____

Composition Requirement:

WRIT 1120 Research Writing	_____
<i>Total BGP Credits: Must be at least 36</i>	_____

Arts & Sciences Requirements

World Languages and Cultures (____ yrs of HS____)
 Consult the Undergraduate Catalog or the Arts and Sciences Student Handbook regarding approved course options in the different language and culture areas.

_____	1010	_____
_____	1020	_____
_____	_____	_____

Lab Science

_____	_____	_____
-------	-------	-------

Multidisciplinary Component Select from approved offerings, in consultation with an advisor and a faculty mentor. Four courses total, each with a different subject prefix. At least two courses at 3000/4000 level. Courses applied to the Arts & Sciences MDC may not be used to fulfill other Arts and Sciences degree requirements, nor may they be used to fulfill major, minor, BGP or other program requirements.

_____	_____	_____
_____	_____	_____
_____	_____	_____

Major Requirements (32 Hrs.) Minor Required.

Advertising Core (18 Hrs)

3	ADV 1010 Principles of Advertising
3	ARTD 2010 Graphic Design Thinking
3	MDIA 2640 Introduction to Interactive Advertising & Social Media
3	ADV 3800 Advertising Copywriting & Creative Strategy
3	MDIA 4530 Advertising Sales and Media Promotion
3	MDIA 4610 Audience Research and Targeting

Internships & Capstone (5 Hrs)

1	ADV 2990 On Campus Internship
1	ADV 3990 Professional Internship
3	ADV 4800 Integrated Advertising Campaigns

Concentration (9 Hrs)

Choose 9 Credit hours from **one** of the following concentrations listed below.

_____	_____	_____
_____	_____	_____
_____	_____	_____

I. Creative/Production Concentration

Choose 9 credit hours from the following:

- ADV 3999 Workshops in Advertising (1-3)
- ARTD 2020 Principles of Typography
- ARTD 4010 History of Graphic Design
- MDIA 2600 Writing for Electronic Media
- MDIA 2610 Television & Video Production*
- MDIA 2620 Audio Production*
- MDIA 2660 Media Content Production Systems
- MDIA 3640 Video Field Production, Editing & Online Distribution*
- MKT4250 Creativity in Marketing
- VCT 1030 Introduction to Visual Communication Technology
- VCT 2080 Introduction to Print Media*
- VCT 3080 Fundamentals of Imaging Technology*
- VCT 3100 Advanced Print Media*

II. Management/Research Concentration

Choose 9 credit hours from the following:

- ADV 4999 Current Topics in Advertising
- JOUR 3410 Principles of Public Relations for Non-Majors
- MDIA 3610 Media and Strategic Communication
- MDIA 4640 Social Media Campaigns
- MKT 4080 Introduction to Promotion **OR** MKT 4100 Marketing Comm & Promotion
- MKT 4120 Advertising Management
- MKT 4200 Branding

Additional Requirements (12 Hrs)

3	MKT 3000 Principles of Marketing for Non-Business Majors
3	MKT 3020 Consumer Behavior
3	COMM 3030 Persuasion
3	COMM 4180 Communication Ethics

* Note: Courses with the asterisk (*) have prerequisites. Please review the course descriptions for prerequisites through the Undergraduate Catalog.

Minor required. Please see the next page for the minor requirement.

Minor Requirements

(usually 20 hours, no courses from the major may be used)

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Name (Print First & Last Name)

BGSU ID#

Phone (Cell or Local Number)

For Graduation You Will Need:

1. 122 credit hours minimum.

In Progress/Completed _____ **Needed** _____

2. Minimum GPA 2.00.

Current GPA _____

3. At least 30 credit hours of BGSU course work.

In Progress/Completed _____ **Needed** _____

4. 40 credit hours at the 3000/4000 level.

In Progress/Completed _____ **Needed** _____

5. Completion of all degree requirements, including the BG Perspective Core.

In Progress/Completed _____ **Needed** _____

6. A major, and if required, a minor, specialization or emphasis.

Declared with the College Office **Yes** **No**

Any substitution or waiver of courses required for your major or minor program must originate in the department/school offering the major or minor and must be approved by the College Office.

To ensure a timely graduation, see a **College Advisor** during the semester prior to your intended graduation.

Remember to complete an **Application for Graduation** by the end of the second week of classes during the fall semester or spring regular session, or by the end of the first week of the summer semester. For the specific dates, check your DARS. You may log onto MyBGSU to complete the online application. After the deadlines, you will need to complete an application in person in the College Office.