

Bachelor of Arts: Advertising

Mountwest Community and Technical College

Year One					
Fall Semester	MU Equivalent	Hours	Spring Semester	MU Equivalent	Hours
ART 101 Introduction to Visual Arts	ART 112	3	BIOL 101/101L Unified Principles of Biology & Lab	BSC 1XX	4
COL 101 New Student Seminar	UNC 1XX	2	COM 112 Oral Communication	CMM 103	3
ENL 111 Written Communication	ENG 101	3	COM 130 Mass Communication and Culture	JMC 101	3
HIST 103 US History to 1877	HST 230	3	ENL 115 Written Communication II	ENG 201	3
MAT 120 Applied Professional Math	MTH 121	3	MK 130 Fundamentals of Marketing	MKT 1XX [†]	3
PYSC 200 General Psychology	PSY 201	3			
Total Semester Hours		17	Total Semester Hours		16

Year Two					
Fall Semester	MU Equivalent	Hours	Spring Semester	MU Equivalent	Hours
Any History Course	HST XXX	3	COM 230 Principles of Public Relations	JMC 2XX [†]	3
ENL 201 Introduction to Literature	ENG 2XX	3	EC 201 Fundamentals of Microeconomics	ECN 250	3
MK 210 Customer Service	MKT 2XX	3	HMN 235 Leadership Development Studies	UNC 2XX	3
SCI 201 Integrated Science	ISC 2XX	4	MK 279 Advertising and Sales Promotion	MKT 2XX	3
SPAN 101 Introductory Spanish I	SPN 101	3	SPAN 102 Introductory Spanish II	SPN 102	3
Total Semester Hours		16	Total Semester Hours		15

Associate Degree Conferred by MCTC 64 Credit Hours

Marshall University

Year Three			
Fall Semester	Hours	Spring Semester	Hours
ANT 201 or GEO 100 (CT and I)	3	Any JMC 300/400 level course	3
Any Core I CT Course	3	Any Multicultural course at the 300/400 level	3
Core II Humanities/Literature	3	Any non-JMC 300/400 level course	3
JMC 102 Information Gathering and Research	3	JMC 221 Advertising and Continuity Writing	3
JMC 241 Graphics of Communication	3	JMC 245 Fundamentals of Advertising	3
Total Semester Hours	15	Total Semester Hours	15

Year Three: Summer			
Hours	Hours	Hours	Hours
JMC 490 Journalism and Mass Communications Internship	3		
Total Semester Hours	3		

Year Four			
Fall Semester	Hours	Spring Semester	Hours
Any JMC 300/400 level course	3	Any JMC 300/400 level course	3
CMM 308 Persuasive Communication	3	Any non-JMC 300/400 level course	3
JMC 383 Advertising Layout and Design	3	JMC 385 Advertising Media Planning	3
JMC 408 Strategic Communications Research	3	JMC 402 Law of Mass Communications	3
JMC 415 Advertising Strategy and Execution	3	JMC 425 Advertising Campaigns (Capstone)	3
JMC 440 Mass Communications Ethics	3		
Total Semester Hours	18	Total Semester Hours	15

Notes:

Six hours of Writing Intensive credit must be earned at Marshall.

Three hours of multicultural credit must be earned at Marshall.

Three hours of international credit must be earned at Marshall.

[†]Transfer of courses will fulfill JMC 330 and MKT 340 and degree requirements.

A Grade Point Average of 2.25 in required journalism and mass communications courses at Marshall and overall is required for graduation.