

ACADEMIC PLANNING SHEET

ADVERTISING

NORTH PARK UNIVERSITY • CHICAGO • ILLINOIS

Revised June 2009

	Fall Semester		Spring Semester	
First Year	<ul style="list-style-type: none"> •NPD 1000: Dialogue I •BSE 2211: Principles of Macroeconomics •Foreign Language 1010 Option •ART 1100: Drawing I •Personal Development Option 	4 4 4 2 2	<ul style="list-style-type: none"> •BTS 1850: Introduction to the Bible •Foreign Language 1020 Option ART 1030: Two Dimensional Design COMM 1910: Public Speaking BSE 2540: Business Communications 	4 4 2 4 2
	TOTAL SEMESTER HOURS	16	TOTAL SEMESTER HOURS	16
Second Year	<ul style="list-style-type: none"> •Biblical Studies Option •STAT 1490: Introductory Statistics ART 2080: Introduction to Graphic Design ART 2081: Advanced Graphic Design COMM 2150: Introduction to Media Studies 	4 4 2 2 4	<ul style="list-style-type: none"> •NPD 2000: Dialogue II •Science Quad/Science Quad Option BSE 2610: Foundations of Marketing PSYC 1000: Introduction to Psychology (BS only) 	4 2/2 4 4
	TOTAL SEMESTER HOURS	16	TOTAL SEMESTER HOURS	16
Third Year	<ul style="list-style-type: none"> •NPD 3000: Dialogue III (BA only) PHIL 2530: Business and Professional Ethics BSE 3610: Marketing Research and Consumer Behavior BSE 3621: Introduction to Copywriting BSE 3622: Media Economics and Placement 	4 2 4 2 2	<ul style="list-style-type: none"> COMM 3450: Media and Society (BS only) BSE 3620: Marketing Communications BSE 3510: Public Relations BSE 3623: Creative Strategy Advertising Concentration Option (BS only) 	4 4 2 2 4
	TOTAL SEMESTER HOURS	14	TOTAL SEMESTER HOURS	16
Fourth Year	<ul style="list-style-type: none"> Advertising Concentration Option (BS only) Advertising Concentration Option (BS only) Elective Elective 	4 4 4 4	<ul style="list-style-type: none"> BSE 4970: Internship (BA optional, BS required) Advertising Concentration Option (BS only) Elective Elective 	4 4 4 4
	TOTAL SEMESTER HOURS	16	TOTAL SEMESTER HOURS	16

• Course meets a general education requirement

The Academic Planning Sheet is designed as a guide for students planning their course selections. The information on this page provides only a suggested schedule. Actual course selections should be made with the advice and consent of an academic advisor. While accurately portraying the information contained in the college catalog, this form is not considered a legal substitute for that document. Students should become familiar with the catalog in effect at the time in which they entered the institution.

Graduation Requirement:

120 semester hours, minimum

General Education Requirements:

44 semester hours

- The North Park Dialogue (12)
 - Dialogue I (4)
 - Dialogue II (4)
 - Dialogue III (4) BS degree students are exempt
- Culture and Society (4) Met by major course BSE 2211
- Personal Development (2)
- Biblical Studies (8)
 - BTS 1850 (4)
 - BTS option (4)
- Foreign Language (8)
 - 1010 Level (4)
 - 1020 Level (4)
- Mathematics (4) Met by prerequisite course STAT 1490
- Fine Arts (2) Met by major course ART 1100
- Natural Science (4)
 - Biology (2)
 - Chemistry/Physics (2)

See General Education checklist for specific courses that will fulfill each requirement.
<http://www.northpark.edu/generaleducation>

Some general education courses may meet course requirements for your major.

Major Requirements:

**Required Semester Hours: BA: 48 semester hours
BS: 72 semester hours**

Prerequisites and Supporting Courses: 14 semester hours

- ART 1030: Two Dimensional Design (2)
- COMM 1910: Public Speaking (4)
- COMM 2150: Introduction to Media Studies (4)
- STAT 1490: Introductory Statistics (4)

**Required Core Courses: BA: 34 semester hours
BS: 58 semester hours, plus internship credit**

- ART 1100: Drawing I (2)
- ART 2080: Introduction to Graphic Design (2)
- ART 2081: Advanced Graphic Design (2)
- BSE 2211: Principles of Macroeconomics (4)
- BSE 2530: Business and Professional Ethics (2)
- BSE 2540: Business Communications (2)

Additional Graduation Requirements

- Total of 120 semester hours, minimum. Additional courses may need to be taken to meet this requirement.
- Grade Point Average
 - Overall cumulative grade point average of 2.00
 - Cumulative grade point average in major of 2.00
- Last 30 semester hours must be taken at North Park
- Acceptance into the major

Major Requirements cont:

- BSE 2610: Foundations of Marketing (4)
- BSE 3510: Public Relations (2)
- BSE 3610: Marketing Research and Consumer Behavior (4)
- BSE 3620: Integrated Marketing Communications (4)
- BSE 3621: Introduction to Copywriting (2)
- BSE 3622: Media Economics and Placement (2)
- BSE 3623: Creative Strategy (2)

BS only:

- COMM 3450: Media and Society (4)
- PSYC 1000: Introduction to Psychology (4)

Internship: BA: 1-4 semester hours (highly recommended)

BS: 1-4 semester hours (required)

- BSE 4970: Internship (1-4 sh)

Concentration Requirements: BS degree only, 16 semester hours

Creative Design Concentration

Required Courses: 4 semester hours

- ART 3081: Digital Illustration Lab (2)
- ART 3082: Digital Imaging Lab (2)

Elective Courses: 12 semester hours from the following

- ART 1040: Three Dimensional Design (2)
- ART 2010: Painting I (2)
- ART 2017: History of Early Modern Art (2)
- ART 2018: History of Contemporary Art (2)
- ART 2060: Photography I (2)
- ART 2100: Drawing II (4)
- ART 3100: Drawing III (4)
- ART 3060: Photography II (4)
- COMM 2155: Audio Production I (2)
- COMM 2175: Audio Production II (2)
- COMM 2355: Video Production I (4)
- COMM 3355: Video Production II (4)

Media Planning Concentration

Required Courses: 16 semester hours

- BSE 3640: Brand Management and New Product Dev. (4)
- BSE 3690: Marketing Planning & Evaluation (4)
- PSYC 2100: Research Methods in Psychology (4)
- PSYC 3100: Learning & Cognition (4)

A comprehensive examination is required for graduation.

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