

ACADEMIC PLANNING GUIDE

ADVERTISING

NORTH PARK UNIVERSITY • CHICAGO • ILLINOIS

Revised July 2011

	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 •Fine Arts Option (ART 1100: Drawing I suggested) •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 BSE 2610: Foundations of Marketing 	4 4 2 2 4	<ul style="list-style-type: none"> •NPD 2000: Dialogue II •Science Quad/Science Quad Option COMM 2150: Introduction to Media Studies BSE 3610: Marketing Research and Consumer Behavior 	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 PSYC 1000: Introduction to Psychology BSE 3620: Integrated Marketing Communications Strategy 	4 2 4 4	<ul style="list-style-type: none"> COMM 3450: Media and Society (BS only) BSE 3510: Public Relations BSE 3624: Integrated Marketing Communication Execution Advertising Option (BS only) 	4 2 4 4
	TOTAL SEMESTER HOURS	14	TOTAL SEMESTER HOURS	14
Fourth Year	<ul style="list-style-type: none"> ART 3081: Digital Illustration Lab (BS only) ART 3082: Digital Imaging Lab (BS only) Advertising Option (BS only) Elective Elective 	2 2 4 4 4	<ul style="list-style-type: none"> BSE 4970: Internship (BA optional, BS required) Advertising Option (BS only) Elective Elective 	4 4 4 4
	TOTAL SEMESTER HOURS	16	TOTAL SEMESTER HOURS	16

• Course meets a general education requirement

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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) ART 1100 is suggested, this course is a prerequisite for some of the elective courses for the BS degree
- 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: 68 semester hours

Prerequisites and Supporting Courses: 10 semester hours

- PHIL 2530: Business and Professional Ethics (2)
- PSYC 1000: Introduction to Psychology (4)
- STAT 1490: Introductory Statistics (4)

Required Core Courses: BA: 38 semester hours
BS: 58 semester hours, plus internship credit

- COMM 1910: Public Speaking (4)
- COMM 2150: Introduction to Media Studies (4)
- ART 1030: Two Dimensional Design (2)
- ART 2080: Introduction to Graphic Design (2)
- ART 2081: Advanced Graphic Design (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 2.50
- Last 30 semester hours must be taken at North Park
- Acceptance into the major

Major Requirements cont:

- BSE 2211: Principles of Macroeconomics (4)
- BSE 2540: Business Communications (2)
- BSE 2610: Foundations of Marketing (4)
- BSE 3510: Public Relations (2)
- BSE 3610: Marketing Research and Consumer Behavior (4)
- BSE 3620: Integrated Marketing Communication Strategy (4)
- BSE 3624: Integrated Marketing Communication Execution (4)

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

- BSE 4970: Internship (1-4 sh)

BS degree only, 20 semester hours

Required Courses: 8 semester hours

- ART 3081: Digital Illustration Lab (2)
- ART 3082: Digital Imaging Lab (2)
- COMM 3450: Media and Society (4)

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)

A comprehensive examination is required for graduation.

NOTE:

- For admittance into the major, an overall GPA of 2.50 is required and a C- or better in BSE 2610 is required.

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