Academic Planning Guide - Advertising

North Park University

effective with 2015-2016 Catalog

Major Requirements

Required Semester Hours **: BA: 48 semester hours**
BS: 68 semester hours, plus internship credit

Prerequisites and Supporting Courses **: 10 semester hours**

- ☐ PHIL 2530: Business and Professional Ethics (2) - *meets Ethical Reasoning requirement*
- ☐ PSYC 1000: Introduction to Psychology (4)
- ☐ STAT 1490: Introductory Statistics (4) - *meets Analytical & Quantitative Reasoning requirement*

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

- ☐ ART 1030: Two Dimensional Design (2)
- ☐ ART 2080: Introduction to Graphic Design (2)
- ☐ ART 2081: Advanced Graphic Design (2)
- ☐ BSE 2211: Principles of Macroeconomics (4) - *meets Culture & Society Requirement*
- ☐ BSE 2540: Business Communication (2)
- ☐ BSE 2610: Foundations of Marketing (4)
- ☐ BSE 3510: Public Relations & Corporate Communication (2)
- ☐ BSE 3610: Marketing Research and Consumer Behavior (4)
- ☐ BSE 3620: Integrated Marketing Communication Strategy (4)
- ☐ BSE 3624: Integrated Marketing Communication Execution (4)
- ☐ COMM 1910: Public Speaking (4)
- ☐ COMM 2150: Introduction to Media Studies (4)

BS degree: Additional Required Courses: 8 semester hours, plus internship credit

- ☐ ART 3081: Digital Illustration Lab (2)
- ☐ ART 3082: Digital Imaging Lab (2)
- ☐ BSE 4970: Internship (1-8 sh), recommended for BA also
- ☐ COMM 3450: Media and Society (4)

BS degree: Elective Courses: 12 semester hours from the following:

- ☐ ART 1040: Three Dimensional Design (2)
- ☐ ART 2010: History of African/Oceanic Art (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)

Notes:

- For acceptance into the major, an overall GPA of 2.50 and a C- or better in BSE 2610 is required.
- A GPA of 2.5 in major courses is required for graduation with this major
- The School of Business and Nonprofit Management encourages students to complete an internship during the summer between their third and fourth year.

The Academic Planning Guide 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 a faculty 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.

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Core Curriculum

Starting with the framework of North Park's identity as a Christian, liberal arts institution, our Core Curriculum is intentionally multi-disciplinary and multi-year. It is set up as a progress through three areas: Foundation Courses, Explorations Courses, and Capstone Courses.

http://www.northpark.edu/Academics/Undergraduate-Studies/Core-Curriculum

Foundations

Preparing for more in-depth work in both the Core Curriculum and your major

	Cornerstone Seminar (4sh)
	Biblical Studies (4sh)
	Health and Well-Being (2sh)
	Analytical & Quantitative Reasoning (4sh)
	met by STAT 1490
	Global Histories (4sh)
	Modern Languages (8sh)

Explorations

Knowledge in specific disciplines, with strong emphasis on how you can use them in the context of your own life

	Art and Aesthetics (2sh)
	Christian Life & Thought (4sh)
	Life Science (2sh/lab)
	Physical Science (2sh/lab)
	Culture and Society (4sh)
	met by BSE 2211
	Ethical Reasoning (2sh)
	met by PHIL 2530

Intermediate Level Writing

Two courses in the context of your major that specifically address writing clearly and doing effective research

	Writing Intensive Course (4sh)
	met by BSE 2610
	Research Writing Course (4sh)

Keystone

Interdisciplinary integration of skills and knowledge applied to contemporary social issues

	Keystone Seminar (4sh)

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