



ACADEMIC PLANNING GUIDE - ADVERTISING

effective with 2017-2018 Catalog

MAJOR REQUIREMENTS

Required Semester Hours: BA: 56 semester hours
BS: 68 semester hours, plus internship credit

Prerequisites and Supporting Courses: 16 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*
- ISIT 3040: Web Tech & E-Comm (4)
- NONP 2710: Intro to Nonprofit Leadership and Management (2)

Required Core Courses: BA: 40 semester hours
BS: 68 semester hours, plus internship credit

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|--|---|
| <input type="checkbox"/> ART 1030: Two Dimensional Design (2) | <input type="checkbox"/> BSE 3510: Public Relations & Corporate Communication (2) |
| <input type="checkbox"/> ART 2080: Introduction to Graphic Design (2) | <input type="checkbox"/> BSE 3610: Marketing Research and Consumer Behavior (4) |
| <input type="checkbox"/> ART 2081: Advanced Graphic Design (2) | <input type="checkbox"/> BSE 3620: Integrated Marketing Communication Strategy (4) |
| <input type="checkbox"/> BSE 2211: Principles of Macroeconomics (4) - <i>meets Culture & Society Requirement</i> | <input type="checkbox"/> BSE 3624: Integrated Marketing Communication Execution (4) |
| <input type="checkbox"/> BSE 2540: Business Communication (2) | <input type="checkbox"/> COMM 1910: Public Speaking (4) |
| <input type="checkbox"/> BSE 2610: Foundations of Marketing (4) | <input type="checkbox"/> COMM 2150: Introduction to Media Studies (4) |
| <input type="checkbox"/> BSE 2620: Intro to Advertising (2) | |

BS degree: Additional Required Courses: 12 semester hours, plus internship credit

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|---|---|
| <input type="checkbox"/> ART 3081: Digital Illustration Lab (2) | <input type="checkbox"/> BSE 4970: Internship (1-8 sh), recommended for BA also |
| <input type="checkbox"/> ART 3082: Digital Imaging Lab (2) | <input type="checkbox"/> COMM 3450: Media and Society (4) |
| <input type="checkbox"/> BSE 3670: Intro to Interactive Marketing (4) | — |

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

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|---|---|
| <input type="checkbox"/> ART 1040: Three Dimensional Design (2) | <input type="checkbox"/> ART 3100: Drawing III (4) |
| <input type="checkbox"/> ART 2010: History of African/Oceanic Art (2) | <input type="checkbox"/> ART 3060: Photography II (4) |
| <input type="checkbox"/> ART 2017: History of Early Modern Art (2) | <input type="checkbox"/> COMM 2155: Audio Production I (2) |
| <input type="checkbox"/> ART 2018: History of Contemporary Art (2) | <input type="checkbox"/> COMM 2175: Audio Production II (2) |
| <input type="checkbox"/> ART 2060: Photography I (2) | <input type="checkbox"/> COMM 2355: Video Production I (4) |
| <input type="checkbox"/> ART 2100: Drawing II (4) | <input type="checkbox"/> 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)
<i>met by STAT 1490</i>

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)
<i>met by BSE 2211</i>

Ethical Reasoning (2sh)
<i>met by PHIL 2530</i>

Intermediate Level Writing

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

Writing Intensive Course (4sh)
<i>met by BSE 2610</i>

Research Writing Course (4sh)

Keystone

Interdisciplinary integration of skills and knowledge applied to contemporary social issues

Keystone Seminar (4sh)

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