MAJOR REQUIREMENTS

Required Semester Hours:

B.A.: 40 semester hours + 16 prerequisite semester hours

B.S.: 64 semester hours (plus internship credit) + 16 prerequisite semester hours

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
- BSE 3040: Web Technologies & E-Commerce (4)
- NONP 2710: Intro to Nonprofit Leadership and Management (2)

Required Core Courses:

Both B.A. & B.S. Degrees: 40 semester hours

- 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) - meets Writing Intensive Course requirement
- BSE 3040: Web Technologies & E-Commerce (4)
- BSE 3510: Public Relations & Corporate Comm (2)
- BSE 3610: Marketing Research and Consumer Behavior (4)
- BSE 3620: Integrated Marketing Comm Strategy (4)
- BSE 3624: Integrated Marketing Communication Execution (4)
- COMM 1910: Public Speaking (4)
- COMM 2150: Introduction to Media Studies (4)
- BSE 3670: Intro to Interactive Marketing (4)

B.S. Degree Additional Required Courses: 12 semester hours, plus internship credit

- ART 3081: Digital Illustration Lab (2)
- ART 3082: Digital Imaging Lab (2)
- BSE 3670: Intro to Interactive Marketing (4)
- COMM 3450: Media and Society (4)
- BSE 4970: Internship (1-8), recommended for B.A. also

Elective Courses:

B.S. Degree: Choose 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.
- B.S. students are required to complete an internship (BSE 4970) or to provide documentation of other work experience.
- The School of Business and Nonprofit Management encourages students to complete an internship during the summer between their third and fourth year.

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## Academic Planning Guide - Advertising

Effective with 2018-2019 Catalog

### 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

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornerstone Seminar</td>
<td>4sh</td>
</tr>
<tr>
<td>Biblical Studies</td>
<td>4sh</td>
</tr>
<tr>
<td>Health and Well-Being</td>
<td>2sh</td>
</tr>
<tr>
<td>Analytical &amp; Quantitative Reasoning</td>
<td>4sh</td>
</tr>
<tr>
<td><em>met by STAT 1490</em></td>
<td></td>
</tr>
<tr>
<td>Global Histories</td>
<td>4sh</td>
</tr>
<tr>
<td>Modern Languages</td>
<td>8sh</td>
</tr>
</tbody>
</table>

#### Explorations

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Art and Aesthetics</td>
<td>2sh</td>
</tr>
<tr>
<td>Christian Life &amp; Thought</td>
<td>4sh</td>
</tr>
<tr>
<td>Life Science</td>
<td>2sh/lab</td>
</tr>
<tr>
<td>Physical Science</td>
<td>2sh/lab</td>
</tr>
<tr>
<td>Culture and Society</td>
<td>4sh</td>
</tr>
<tr>
<td><em>met by BSE 2211</em></td>
<td></td>
</tr>
<tr>
<td>Ethical Reasoning</td>
<td>2sh</td>
</tr>
<tr>
<td><em>met by PHIL 2530</em></td>
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</tbody>
</table>

#### Intermediate Level Writing

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

<table>
<thead>
<tr>
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<th>Credits</th>
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<tbody>
<tr>
<td>Writing Intensive Course</td>
<td>4sh</td>
</tr>
<tr>
<td><em>met by BSE 2610</em></td>
<td></td>
</tr>
<tr>
<td>Research Writing Course</td>
<td>4sh</td>
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</tbody>
</table>

#### Keystone

Interdisciplinary integration of skills and knowledge applied to contemporary social issues

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keystone Seminar</td>
<td>4sh</td>
</tr>
</tbody>
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