

Please refer to the 2016-2018 CORE CURRICULUM list from Undergraduate Studies for course options.

FIRST-YEAR SIGNATURE COURSE: (required during the first year in residence) UGS 302 or 303 ☐**ENGLISH & HUMANITIES:** RHE 306 ☐ E 316L or M or N or P _____ ☐**AMERICAN & TEXAS GOVERNMENT:** 6 hours from the core curriculum. GOV 310L ☐ GOV 312L or 312P ☐**AMERICAN HISTORY:** 6 hours from the core curriculum. _____ ☐ _____ ☐**SOCIAL & BEHAVIORAL SCIENCES:** 3 hours from the core curriculum. _____ ☐**MATHEMATICS:** 3 hours from the core curriculum. _____ ☐**SCIENCE & TECHNOLOGY, PART I:** 6 hours in the same discipline from the core curriculum. _____ ☐ _____ ☐**SCIENCE & TECHNOLOGY, PART II:** 3 hours from the core curriculum (Part 1 or Part 2) in a different discipline than used for Part 1. _____ ☐**VISUAL & PERFORMING ARTS:** 3 hours from the core curriculum. _____ ☐

Students should choose courses in the core curriculum and in the major requirements that also fulfill their major department's flag requirements.

_____ ☐
writing_____ ☐
writing
(outside the
core curriculum)_____ ☐
ethics and
leadership_____ ☐
cultural
diversity_____ ☐
independent
inquiry_____ ☐
global cultures_____ ☐
quantitative
reasoning_____ ☐
writingwriting
(outside the
core curriculum)ethics and
leadershipcultural
diversityindependent
inquiry

global cultures

quantitative
reasoning**ENGLISH/RHETORIC:** 3 additional hours of coursework in the Department of English (E) or the Division of Rhetoric (RHE) are required. Cannot be a repeat of RHE 306 or the course used for the Humanities core requirement. _____ ☐**FOREIGN LANGUAGE:** Intermediate proficiency in a single foreign language. See moody.utexas.edu/students/languages INTERMEDIATE PROFICIENCY MET ☐**COMMUNICATION COURSES:** Any combination of 6 hours of Moody coursework from PR, CMS, CSD, J, RTF, or COM. _____ ☐ _____ ☐**COMMUNICATION and CULTURE:** 3 hours
Check approved courses online. May be combined with other Communication requirements. _____ ☐**STATISTICS:** SDS 306 must be taken in residence. SDS 306 also satisfies the 3-hour mathematics requirement in the core curriculum. A grade of at least a C is required. SDS 306 ☐**24 REQUIRED ADV HOURS:** ADV 318J[▲] ☐ (required in residence) ADV 325 ☐ ADV 344K ☐ ADV 345J ☐
ADV 353 ☐ ADV 370J ☐ ADV 373/373H ☐ (required in residence) ADV 350 ☐
(468L will be substituted
for Creative students)**SEQUENCE COURSEWORK:** Application required for Creative and Media.**Texas Creative**ADV 343K ☐ADV 468K ☐ADV 468L ☐ADV 3 HOURS ☐ADV 3 HOURS* ☐**Texas Media**ADV 377.1 ☐ADV 377.3 ☐ADV 377M.7 ☐ADV 3 HOURS ☐**Texas Advertising Management**ADV 378.20 ☐ADV 378** ☐ADV 377M** ☐ADV 3 HOURS ☐**certain topics only; see
academic advisor for approved courses.**Texas Sports and Entertainment**ADV 305S ☐ADV 348S ☐ADV 378S
(any topic) ☐ADV 3 HOURS ☐

*Only 3 additional Advertising hours will be required if 468L is completed

▲A grade of B or better is required in ADV 318J to continue in the Advertising program. Students have only two chances to make a grade of B.

BUSINESS: 12 hours 6 hours must be upper-division to include MKT 320F. MKT 320F with a grade of at least C is a prerequisite for ADV 370J; MKT 338 cannot be used to satisfy this requirement._____ ☐_____ ☐MKT 320F ☐_____ ☐
upper-divisionIn combination with the core, college and major requirements, electives may be needed to meet the **120 hours** and the **36 upper-division** hours required for graduation. Elective hours may be used toward the optional minor (see reverse). **PED courses will NOT count.**

upper-division elective/minor hours

additional elective/minor hours

Hours Lacking

Hours Completed

Total Hours



OPTIONAL MINOR: A minor consists of 15 - 18 hours of coursework prescribed by the department offering the minor. Moody College students must declare their minor before reaching 65% of their degree requirements. Full minor policies listed at moody.utexas.edu/students/policies/minors

MINOR HOURS _____ ☐ _____ ☐ _____ ☐ _____ ☐ _____ ☐ _____ ☐

- Students must take at least 36 and no more than 42 hours of Advertising coursework.
- At least 24 hours of the major requirements must be upper-division.
- Some courses may require consent of instructor. Advertising academic advisors can provide procedural details.
- **No more than 60 hours of Communication coursework can count for degree credit.**
- To enroll in upper-division Communication courses, students must have an overall GPA of at least 2.25 and a 2.0 GPA in all Communication courses.
- A grade of C or better is required in each course taken in the Moody College and no Communication course may be taken on a pass/fail basis.
- Moody College policies are listed at moody.utexas.edu/students/policies

1st Year

FALL	Suggested	Taken	SPRING	Suggested	Taken
	UGS 302 or 303	_____		American History	_____
	RHE 306	_____		Science & Technology, Part I	_____
	Science & Technology, Part I	_____		Visual & Performing Arts	_____
	ADV Elective	_____		Communication (non-ADV)	_____
	Social & Behavioral Sciences	_____		ADV 318J	_____

2nd Year

FALL	Suggested	Taken	SPRING	Suggested	Taken
	E 316L or M or N or P	_____		American History	_____
	SDS 306	_____		ADV 353	_____
	ADV 325	_____		Lower-Division Business	_____
	Foreign Language 601D	_____		Foreign Language 610D	_____

3rd Year

FALL	Suggested	Taken	SPRING	Suggested	Taken
	Communication (non-ADV)	_____		MKT 320F	_____
	GOV 310L	_____		E or RHE	_____
	ADV 345J	_____		Upper-Division Business	_____
	Foreign Language 611D	_____		ADV Sequence	_____

4th Year

FALL	Suggested	Taken	SPRING	Suggested	Taken
	ADV 370J	_____		ADV 373	_____
	Elective	_____		ADV 350	_____
	GOV 312L	_____		ADV Sequence	_____
	ADV Sequence	_____		Business	_____

FALL	Science & Technology, Part II	_____	SPRING	Elective	_____