

	Please refer to the 2018-2020 CORE CURRICULUM list from Undergraduate Studies for course options.		
core curriculum	<b>FIRST-YEAR SIGNATURE COURSE:</b> 3 hours (required during the first year in residence)	UGS 302 or 303 <input type="checkbox"/>	
	<b>ENGLISH &amp; HUMANITIES:</b> 6 hours from the core curriculum.	RHE 306 <input type="checkbox"/> E 316L or M or N or P _____ <input type="checkbox"/>	
	<b>AMERICAN &amp; TEXAS GOVERNMENT:</b> 6 hours from the core curriculum.	GOV 310L <input type="checkbox"/> GOV 312L or 312P <input type="checkbox"/>	
	<b>AMERICAN HISTORY:</b> 6 hours from the core curriculum.	_____ <input type="checkbox"/> _____ <input type="checkbox"/>	
	<b>SOCIAL &amp; BEHAVIORAL SCIENCES:</b> 3 hours from the core curriculum.	_____ <input type="checkbox"/>	
	<b>MATHEMATICS:</b> 3 hours from the core curriculum.	ADV 309R <input type="checkbox"/>	
	<b>SCIENCE &amp; TECH, PART I:</b> 6 hours in the same discipline from the core curriculum (in Part 1 ONLY).	_____ <input type="checkbox"/> _____ <input type="checkbox"/>	
	<b>SCIENCE &amp; TECH, PART II:</b> 3 hours from the core curriculum (Part 1 or Part 2) in a different discipline than used for Part 1.	_____ <input type="checkbox"/>	
	<b>VISUAL &amp; PERFORMING ARTS:</b> 3 hours from the core curriculum.	_____ <input type="checkbox"/>	
flags	Students should choose courses in the core curriculum and in the major requirements that also fulfill their major department's flag requirements.		
	<u>ADV 325</u> <input type="checkbox"/> writing <u>ADV 345J</u> <input type="checkbox"/> writing	<u>ADV 370J</u> <input type="checkbox"/> writing (outside the core curriculum)	<u>ADV 309R</u> <input type="checkbox"/> quantitative reasoning
college	<b>ENGLISH/RHETORIC:</b> 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.		_____ <input type="checkbox"/>
	<b>FOREIGN LANGUAGE:</b> Option 1) Demonstrate intermediate proficiency in a single foreign language, or Option 2) Demonstrate proficiency in two sequential semesters of courses in one language, and take one approved culture course relevant to the language. See moody.utexas.edu/students/languages.		Option 1 completed <input type="checkbox"/> Option 2 completed <input type="checkbox"/>
	<b>COMMUNICATION COURSES:</b> Any combination of 6 hours of Moody coursework from CLD, CMS, COM, CSD, J, or RTF.		_____ <input type="checkbox"/> _____ <input type="checkbox"/>
	<b>COMMUNICATION and CULTURE:</b> 3 hours. Check approved courses online. May be combined with other Communication requirements.		<u>ADV 353</u> <input type="checkbox"/>
major	<b>27 REQUIRED ADV HOURS:</b>		
	<u>ADV 318J</u> * <input type="checkbox"/> (required in residence)	<u>ADV 325</u> <input type="checkbox"/>	<u>ADV 344K</u> <input type="checkbox"/>
	<u>ADV 309R</u> <input type="checkbox"/> (required in residence)	<u>ADV 353</u> <input type="checkbox"/>	<u>ADV 370J</u> <input type="checkbox"/> (required in residence)
_____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/>			<u>ADV 345J</u> <input type="checkbox"/>  <u>ADV 350</u> <input type="checkbox"/> (468L will be substituted for Creative students)
*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.			
<b>12 ADDITIONAL REQUIRED ADV HOURS:</b>			_____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/>
<b>BUSINESS - 12 hours:</b> 6 hours must be upper-division, and must include MKT 320F (or MKT 337 for students with a 2nd major in Business). MKT 320F with a grade of at least C is a prerequisite for ADV 370J; MKT 338 cannot be used to satisfy this requirement.			_____ <input type="checkbox"/> _____ <input type="checkbox"/> MKT 320F <input type="checkbox"/> _____ <input type="checkbox"/> upper-division
etc.	In combination with the core, college and major requirements, electives may be needed to meet the <b>120 hours</b> and the <b>36 upper-division</b> hours required for graduation. Elective hours may be used toward the optional minor/certificate (see reverse).		upper-division elective/minor hours
			additional elective/minor hours
Hours Lacking		Hours Completed	<b>Total Hours</b> (120 Minimum)

**OPTIONAL MINOR/CERTIFICATE:** A minor or certificate consists of 15 - 19 hours of coursework prescribed by the offering department. Moody College students may only declare one (minor or certificate, not both), and must declare it before reaching 65% of their degree requirements. Full policies can be found at [moody.utexas.edu/students/policies/minors](http://moody.utexas.edu/students/policies/minors).

COURSES \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

- Students must take at least 39 and no more than 45 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.
- Any internship hours beyond 4 may not be counted toward the 39 required hours in the Stan Richards School.
- **No more than 60 hours of Communication coursework can count for degree credit.**
- A grade of C- or better is required in each course taken in the Moody College (some courses require a higher grade to advance in the degree), and no Communication course may be taken on a pass/fail basis unless it is only offered as pass/fail.
- Students must have a 2.0 overall GPA at UT and in Moody College coursework in order to graduate.
- Only 1 hour of Music Performance and 1 hour of PED coursework each may be counted toward a degree in the Moody College.
- Moody College polices are listed at [moody.utexas.edu/students/policies](http://moody.utexas.edu/students/policies)

<b>1st Year</b>	<b>FALL</b>	<b>Suggested</b>	<b>Taken</b>	<b>SPRING</b>	<b>Suggested</b>	<b>Taken</b>	
		UGS 302 or 303	_____		American History	_____	
		RHE 306	_____		Science & Tech, Part I	_____	
		Science & Tech, Part I	_____		Visual & Performing Arts	_____	
		ADV Elective	_____		Social & Behavioral Sciences	_____	
		Communication (non-ADV)	_____			ADV 318J	_____
<b>2nd Year</b>	<b>FALL</b>	<b>Suggested</b>	<b>Taken</b>	<b>SPRING</b>	<b>Suggested</b>	<b>Taken</b>	
		E 316L or M or N or P	_____		American History	_____	
		ADV 309R	_____		ADV 353	_____	
		ADV 325	_____		Lower-Division Business	_____	
		Foreign Language 601D	_____		Foreign Language 610D	_____	
		_____	_____			_____	
<b>3rd Year</b>	<b>FALL</b>	<b>Suggested</b>	<b>Taken</b>	<b>SPRING</b>	<b>Suggested</b>	<b>Taken</b>	
		Communication (non-ADV)	_____		MKT 320F	_____	
		GOV 310L	_____		E or RHE	_____	
		ADV 345J	_____		Upper-Division Business	_____	
		Foreign Language 611D	_____		ADV Sequence	_____	
		_____	ADV 344K	_____		_____	
<b>4th Year</b>	<b>FALL</b>	<b>Suggested</b>	<b>Taken</b>	<b>SPRING</b>	<b>Suggested</b>	<b>Taken</b>	
		ADV 370J	_____		ADV 373	_____	
		Elective	_____		ADV 350	_____	
		GOV 312L	_____		ADV Sequence	_____	
		ADV Sequence	_____		Business	_____	
		Science & Tech, Part II	_____			Elective	_____

*Suggested arrangement of courses assumes a 3-semester foreign language sequence of 6 hours each (Option 1).*