

	Please refer to the 2018-2020 CORE CURRICULUM list from Undergraduate Studies for course options.		
core curriculum	FIRST-YEAR SIGNATURE COURSE: 3 hours (required during the first year in residence)	UGS 302 or 303 <input type="checkbox"/>	
	ENGLISH & HUMANITIES: 6 hours from the core curriculum.	RHE 306 <input type="checkbox"/> E 316L or M or N or P _____ <input type="checkbox"/>	
	AMERICAN & TEXAS GOVERNMENT: 6 hours from the core curriculum.	GOV 310L <input type="checkbox"/> GOV 312L or 312P <input type="checkbox"/>	
	AMERICAN HISTORY: 6 hours from the core curriculum.	_____ <input type="checkbox"/> _____ <input type="checkbox"/>	
	SOCIAL & BEHAVIORAL SCIENCES: 3 hours from the core curriculum.	_____ <input type="checkbox"/>	
	MATHEMATICS: 3 hours from the core curriculum.	ADV 309R <input type="checkbox"/>	
	SCIENCE & TECH, PART I: 6 hours from the core curriculum (in Part 1).	_____ <input type="checkbox"/> _____ <input type="checkbox"/>	
	SCIENCE & TECH, PART II: 3 hours from the core curriculum (Part 1 or Part 2)	_____ <input type="checkbox"/>	
	VISUAL & PERFORMING ARTS: 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 cultural diversity
college	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.		_____ <input type="checkbox"/>
	FOREIGN LANGUAGE: 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"/>
	COMMUNICATION COURSES: Any combination of 6 hours of Moody coursework from CLD, CMS, COM, CSD, J, or RTF.		_____ <input type="checkbox"/> _____ <input type="checkbox"/>
	COMMUNICATION and CULTURE: 3 hours. Check approved courses online. May be combined with other Communication requirements.		<u>ADV 353</u> <input type="checkbox"/>
major	27 REQUIRED ADV HOURS:		
	<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)
		<u>ADV 373/373H</u> <input type="checkbox"/> (required in residence)	<u>ADV 345J</u> <input type="checkbox"/> <i>(468L will be substituted for Creative students)</i>
	*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.		
	12 ADDITIONAL REQUIRED ADV HOURS: _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/>		
etc.	BUSINESS - 12 hours: 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"/>	<u>MKT 320F</u> <input type="checkbox"/> upper-division
	In 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/certificate (see reverse).		upper-division elective/minor hours additional elective/minor hours
Hours Lacking		Hours Completed	Total Hours (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.

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

	Suggested	Taken	Suggested	Taken		
1st Year	FALL	UGS 302 or 303	_____	SPRING	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	_____
2nd Year	FALL	E 316L or M or N or P	_____	SPRING	American History	_____
		ADV 309R	_____		ADV 353	_____
		ADV 325	_____		Lower-Division Business	_____
		Foreign Language 601D	_____		Foreign Language 610D	_____
3rd Year	FALL	Communication (non-ADV)	_____	SPRING	MKT 320F	_____
		GOV 310L	_____		E or RHE	_____
		ADV 345J	_____		Upper-Division Business	_____
		Foreign Language 611D	_____		ADV Sequence	_____
			_____		ADV 344K	_____
4th Year	FALL	ADV 370J	_____	SPRING	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).