

core curriculum

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	<input type="checkbox"/>
ENGLISH & HUMANITIES:	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.	_____	<input type="checkbox"/>
SCIENCE & TECHNOLOGY, PART I: 6 hours from the core curriculum (Part 1 list).	_____	<input type="checkbox"/> _____ <input type="checkbox"/>
SCIENCE & TECHNOLOGY, PART II: 3 hours from the core curriculum (Part 1 or Part 2 list).	_____	<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.

<input type="checkbox"/> writing	<input type="checkbox"/> writing (outside the core curriculum)	<input type="checkbox"/> ethics and leadership	<input type="checkbox"/> cultural diversity	<input type="checkbox"/> independent inquiry	<input type="checkbox"/> global cultures	<input type="checkbox"/> quantitative reasoning
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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: Intermediate proficiency in a single foreign language. See moody.utexas.edu/students/languages	INTERMEDIATE PROFICIENCY MET	<input type="checkbox"/>
COMMUNICATION COURSES: Any combination of 6 hours of Moody coursework from PR, CMS, SLH, J, RTF, or COM.	_____	<input type="checkbox"/> _____ <input type="checkbox"/>
COMMUNICATION and CULTURE: 3 hours Check approved courses online. May be combined with other Communication requirements.	_____	<input type="checkbox"/>

major

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	<input type="checkbox"/>		
24 REQUIRED ADV HOURS:	ADV 318J [§] <input type="checkbox"/> (required in residence) ADV 353 <input type="checkbox"/>	ADV 325 <input type="checkbox"/> ADV 370J <input type="checkbox"/>	ADV 344K <input type="checkbox"/> ADV 373/373H <input type="checkbox"/> (required in residence)	ADV 345J <input type="checkbox"/> ADV 350 <input type="checkbox"/> (468L will be substituted for Creative students)
SEQUENCE COURSEWORK: Application required for Creative and Media.	Texas Creative ADV 343K <input type="checkbox"/> ADV 468K <input type="checkbox"/> ADV 468L <input type="checkbox"/> ADV 3 HOURS <input type="checkbox"/> ADV 3 HOURS* <input type="checkbox"/>	Texas Media ADV 377.1 <input type="checkbox"/> ADV 377.3 <input type="checkbox"/> ADV 377M.7 <input type="checkbox"/> ADV 3 HOURS <input type="checkbox"/>	Texas Advertising Management ADV 378.20 <input type="checkbox"/> ADV 378** <input type="checkbox"/> ADV 377M** <input type="checkbox"/> ADV 3 HOURS <input type="checkbox"/> **certain topics only; see academic advisor for approved courses.	Texas Sports and Entertainment ADV 305S <input type="checkbox"/> ADV 348S <input type="checkbox"/> ADV 378S (any topic) <input type="checkbox"/> ADV 3 HOURS <input type="checkbox"/>
*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.				

etc.

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.	_____	<input type="checkbox"/>	_____	<input type="checkbox"/>	MKT 320F	<input type="checkbox"/>	_____	<input type="checkbox"/>	upper-division
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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 (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

		Suggested	Taken			Suggested	Taken
1st Year	FALL	UGS 302 or 303	_____	SPRING	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	_____	

		Suggested	Taken			Suggested	Taken
2nd Year	FALL	E 316L or M or N or P	_____	SPRING	American History	_____	
		SDS 306	_____		ADV 353	_____	
		ADV 325	_____		Lower-Division Business	_____	
		Foreign Language 601D	_____		Foreign Language 610D	_____	

		Suggested	Taken			Suggested	Taken
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	_____	

		Suggested	Taken			Suggested	Taken
4th Year	FALL	ADV 370J	_____	SPRING	ADV 373	_____	
		Elective	_____		ADV 350	_____	
		GOV 312L	_____		ADV Sequence	_____	
		ADV Sequence	_____		Business	_____	
		Science & Technology, Part II	_____		Elective	_____	