

Please refer to the 2020-2022 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) <span style="float: right;">UGS 302 or 303 <input type="checkbox"/></span>														
	<b>ENGLISH &amp; HUMANITIES:</b> 6 hours from the core curriculum. <span style="float: right;">RHE 306 <input type="checkbox"/> E 316L or M or N or P _____ <input type="checkbox"/></span>														
	<b>AMERICAN &amp; TEXAS GOVERNMENT:</b> 6 hours from the core curriculum. <span style="float: right;">GOV 310L <input type="checkbox"/> GOV 312L or 312P <input type="checkbox"/></span>														
	<b>AMERICAN HISTORY:</b> 6 hours from the core curriculum. <span style="float: right;">_____ <input type="checkbox"/> _____ <input type="checkbox"/></span>														
	<b>SOCIAL &amp; BEHAVIORAL SCIENCES:</b> 3 hours from the core curriculum. <span style="float: right;">_____ <input type="checkbox"/></span>														
	<b>MATHEMATICS:</b> 3 hours from the core curriculum. <span style="float: right;">ADV 309R <input type="checkbox"/></span>														
	<b>SCIENCE &amp; TECH, PART I:</b> 6 hours from the core curriculum (Part 1 list). <span style="float: right;">_____ <input type="checkbox"/> _____ <input type="checkbox"/></span>														
	<b>SCIENCE &amp; TECH, PART II:</b> 3 hours from the core curriculum (Part 1 or Part 2 list). <span style="float: right;">_____ <input type="checkbox"/></span>														
	<b>VISUAL &amp; PERFORMING ARTS:</b> 3 hours from the core curriculum. <span style="float: right;">_____ <input type="checkbox"/></span>														
flags	Students should choose courses in the core curriculum and in the major requirements that also fulfill their major department's flag requirements.														
	<table style="width:100%; text-align: center;"> <tr> <td>_____ <input type="checkbox"/></td> <td>ADV 370J <input type="checkbox"/></td> <td>ADV 309R <input type="checkbox"/></td> <td>_____ <input type="checkbox"/></td> <td>_____ <input type="checkbox"/></td> <td>ADV 353 <input type="checkbox"/></td> <td>ADV 373 <input type="checkbox"/></td> </tr> <tr> <td>writing ADV 345J <input type="checkbox"/></td> <td>writing (outside the core curriculum)</td> <td>quantitative reasoning</td> <td>cultural diversity</td> <td>global cultures</td> <td>ethics</td> <td>independent inquiry</td> </tr> </table>	_____ <input type="checkbox"/>	ADV 370J <input type="checkbox"/>	ADV 309R <input type="checkbox"/>	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	ADV 353 <input type="checkbox"/>	ADV 373 <input type="checkbox"/>	writing ADV 345J <input type="checkbox"/>	writing (outside the core curriculum)	quantitative reasoning	cultural diversity	global cultures	ethics	independent inquiry
_____ <input type="checkbox"/>	ADV 370J <input type="checkbox"/>	ADV 309R <input type="checkbox"/>	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	ADV 353 <input type="checkbox"/>	ADV 373 <input type="checkbox"/>									
writing ADV 345J <input type="checkbox"/>	writing (outside the core curriculum)	quantitative reasoning	cultural diversity	global cultures	ethics	independent inquiry									
college	<b>COMMUNICATION FOUNDATIONS:</b> <span style="float: right;">COM 301E <input type="checkbox"/> COM 302E <input type="checkbox"/></span>														
	<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. <span style="float: right;">Option 1 completed <input type="checkbox"/> Option 2 completed <input type="checkbox"/></span>														
major	<b>27 REQUIRED ADV HOURS:</b> <table style="width:100%; text-align: center;"> <tr> <td>ADV 318J* <input type="checkbox"/> <small>(required in residence)</small></td> <td>ADV 325 <input type="checkbox"/></td> <td>ADV 344K <input type="checkbox"/></td> <td>ADV 345J <input type="checkbox"/></td> </tr> <tr> <td>ADV 309R <input type="checkbox"/> <small>(required in residence)</small></td> <td>ADV 353 <input type="checkbox"/></td> <td>ADV 370J <input type="checkbox"/> <small>(required in residence)</small></td> <td>ADV 373 <input type="checkbox"/> <small>(required in residence)</small></td> </tr> <tr> <td></td> <td></td> <td></td> <td>ADV 350 or 650 <input type="checkbox"/> <small>(468L will be substituted for Creative students)</small></td> </tr> </table> <p>*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.</p>	ADV 318J* <input type="checkbox"/> <small>(required in residence)</small>	ADV 325 <input type="checkbox"/>	ADV 344K <input type="checkbox"/>	ADV 345J <input type="checkbox"/>	ADV 309R <input type="checkbox"/> <small>(required in residence)</small>	ADV 353 <input type="checkbox"/>	ADV 370J <input type="checkbox"/> <small>(required in residence)</small>	ADV 373 <input type="checkbox"/> <small>(required in residence)</small>				ADV 350 or 650 <input type="checkbox"/> <small>(468L will be substituted for Creative students)</small>		
	ADV 318J* <input type="checkbox"/> <small>(required in residence)</small>	ADV 325 <input type="checkbox"/>	ADV 344K <input type="checkbox"/>	ADV 345J <input type="checkbox"/>											
ADV 309R <input type="checkbox"/> <small>(required in residence)</small>	ADV 353 <input type="checkbox"/>	ADV 370J <input type="checkbox"/> <small>(required in residence)</small>	ADV 373 <input type="checkbox"/> <small>(required in residence)</small>												
			ADV 350 or 650 <input type="checkbox"/> <small>(468L will be substituted for Creative students)</small>												
<b>12 ADDITIONAL (NON-INTERNSHIP) ADV HOURS:</b> (9 must be upper division)	<table style="width:100%;"> <tr> <td>_____ <input type="checkbox"/></td> <td>_____ <input type="checkbox"/></td> <td>_____ <input type="checkbox"/></td> <td>_____ <input type="checkbox"/></td> </tr> <tr> <td></td> <td>upper-division</td> <td>upper-division</td> <td>upper-division</td> </tr> </table>	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>		upper-division	upper-division	upper-division						
_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>												
	upper-division	upper-division	upper-division												
minor	<b>BUSINESS - 12 hours:</b> 6 hours must be upper-division, and must include MKT 320F with a grade of C- or higher (or MKT 337 for students with a 2nd major in Business).														
	<table style="width:100%;"> <tr> <td>_____ <input type="checkbox"/></td> <td>_____ <input type="checkbox"/></td> <td>MKT 320F <input type="checkbox"/></td> <td>_____ <input type="checkbox"/></td> </tr> <tr> <td></td> <td></td> <td></td> <td>upper-division</td> </tr> </table>	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	MKT 320F <input type="checkbox"/>	_____ <input type="checkbox"/>				upper-division						
_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	MKT 320F <input type="checkbox"/>	_____ <input type="checkbox"/>												
			upper-division												
etc.	<b>OPTIONAL MINOR/CERTIFICATE:</b> A minor or certificate consists of 15+ 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 completing 65% of their degree requirements. Full policies can be found at moody.utexas.edu/students/policies/minors.														
	COURSES _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/>														
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		Total Hours (120 Minimum)											

- 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.
- The Creative, Immersive, and Media elective sequences require an application and consent to enroll.
- **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 policies are listed at [moody.utexas.edu/students/policies](http://moody.utexas.edu/students/policies)

	Suggested	Taken	Suggested	Taken		
<b>1st Year</b>	<b>FALL</b>	UGS 302 or 303	_____	<b>SPRING</b>	American History	_____
		RHE 306	_____		Science & Tech, Part I	_____
		Science & Tech, Part I	_____		Visual & Performing Arts	_____
		ADV Hours	_____		Social & Behavioral Sciences	_____
		COM 301E	_____		ADV 318J	_____
<b>2nd Year</b>	<b>FALL</b>	COM 302E	_____	<b>SPRING</b>	American History	_____
		ADV 309R	_____		ADV 353	_____
		ADV 325	_____		Business	_____
		Foreign Language 601D	_____		Foreign Language 610D	_____
			_____			_____
<b>3rd Year</b>	<b>FALL</b>	Science & Tech, Part II	_____	<b>SPRING</b>	MKT 320F	_____
		GOV 310L	_____		E 316L or M or N or P	_____
		ADV 345J	_____		Upper-Division Business	_____
		Foreign Language 611D	_____		Upper-Division ADV Elective	_____
			_____		ADV 344K	_____
<b>4th Year</b>	<b>FALL</b>	ADV 370J	_____	<b>SPRING</b>	ADV 373	_____
		Elective	_____		ADV 350	_____
		GOV 312L	_____		Upper-Division ADV Elective	_____
		Upper-Division ADV Elective	_____		Elective	_____
		Business	_____		Elective	_____

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