

GE ARE	COURSE	TITLE	PREREQ	GRADE	FALL 2020
ADVERTISING CONCENTRATION REQUIREMENTS BEGINNING WITH FALL 2018 CATALOG YEAR					CSUF IRVINE CENTER COURSE OFFERINGS
CORE REQUIREMENTS (6 UNITS): COMM 233, 317, 407					
	COMM 233	<i>Mass Communication in Modern Society</i>	none		
	COMM 317	<i>Digital Foundations</i>	GE C.1 or C.2		Mo 6:00PM - 6:50PM/WEB Mo 7:00PM - 7:50PM/WEB
	COMM 407	<i>Communications Law</i>	COMM 233, jr.		
ELECTIVE (3 UNITS): COMM 300, 310, 315, 333, 370, 422, 426, 480					
	COMM 300	<i>Visual Communication</i>	GE C.1 or C.2		
	COMM 310	<i>Mass Media Ethics</i>	jr.		
	COMM 315	<i>Mass Media and Ethnic Groups</i>	COMM 233, jr.		
D.4	COMM 333	<i>Mass Media Effects</i>	GE D.1		
D.4	COMM 370	<i>Principals and History of American Mass Communication</i>	GE D.1, pre or co-req COMM 233 or 317		
	COMM 422	<i>Communications Technologies</i>	COMM 233		
	COMM 426	<i>Global Media Systems</i>	COMM 233, jr.		
	COMM 480	<i>Persuasive Communications</i>	COMM 233,Jr.		
PRINCIPAL COURSE FOR ADVERTISING (3 UNITS): COMM 350					
	COMM 350	<i>Principles of Advertising</i>	GE D.1, pre or co-req COMM 233 or 317		
CAPSTONE COURSE FOR ADVERTISING (3 UNITS): COMM 451, 474, 475					
	COMM 451	<i>Capstone - Advertising Campaigns</i>	COMM 350, 352, and 353		
	COMM 474	<i>Capstone - ADV/PR/ETC Student Agency</i>	COMM 346 or 350 or 361 and 351 or 362, JR Status		TuTh 1:00PM - 2:15PM TuTh 2:30Pm - 3:45PM
	COMM 475	<i>Capstone - Advertising / AAF Competition - Department Consent Required</i>	COMM 350, 352, and 353 Department Consent Required		Tu 4:00 PM - 6:45 PM
INTERNSHIP REQUIREMENT: COMM 495T					
	COMM 495T	<i>Mass Media Internship Information: Communications.fullerton.edu/internship</i>	COMM 351, 352, 353; SR status and 2.25 gpa		
ADVERTISING CONCENTRATION REQUIREMENTS (12 UNITS) 4 CLASSES: COMM 351, 352, 353, 410					
	COMM 351	<i>Writing for Advertising [UDW]</i>	ENGL 101		Tu 7:00 PM - 9:45 PM
	COMM 352	<i>Advertising Media</i>	COMM 350, jr.		
	COMM 353	<i>Creative Strategy and Execution I</i>	COMM 350 and ENGL 101, jr.		

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	COMM 410	<i>Principles of Communications Research</i>	COMM 233, Jr.		Mo 7:00 PM - 9:45 PM
ADVERTISING Elective (6 Units) 2 CLASSES : At least 3 units MUST be from SECTION A					
SECTION A - At least one 3 unit class MUST be from Section A: COMM 450, 452, 453, 454, 455, 456, 457					
	COMM 450	<i>Advertising and Brand Communication Management</i>	COMM 350 352& 353		
	COMM 452	<i>Advanced Media Strategy and Tactics</i>	COMM 350 & 352		
	COMM 453	<i>Advertising Creative Strategy and Execution II</i>	COMM 350 & 353 and 317 Jr. consent		
	COMM 454	<i>Advertising Media Sales</i>	COMM 350		
	COMM 455	<i>Internet Advertising and Promotional Communications</i>	COMM 350, 352 & 353		
	COMM 456	<i>Advertising Account Planning</i>	COMM 353		
	COMM 457	<i>Broadcast Advertising</i>	COMM 350 & 353, jr.		
SECTION B - 3 units: COMM 361, 380, 415T, 446, 466T OR choose 3 additional units from Section A					
	COMM 361	<i>Principles of Public Relations</i>	GE D.1, pre or co req COMM 233 or 317, COMM major		
	COMM 380	<i>Interactive Media Design</i>	COMM 317		
	COMM 415T	<i>Current Issues in Advertising</i>	COMM 233 or 350 or 361		
	COMM 446	<i>Entertainment and Society</i>	COMM 346,350,361 or MGMT 365		
	COMM 466T	<i>Current Topics in Public Relations</i>	COMM 346, 350 or 361		
COLLATERAL REQUIREMENT: 12 UNITS - Choose 4 Classes from any of the Approved CMAD collaterals listed below - OR MINOR OR TEACHING CREDENTIAL PREREQS					
COLLATERALS APPROVED FOR ADVERTISING followed by COLLATERALS APPROVED FOR ALL CONCENTERATIONS					
Arts					
Marketing					
	MKTG 351	<i>Principles of Marketing</i>			We 9:00AM - 11:45AM We 7:00PM - 9:45PM Tu 1:00PM - 3:45PM
Management					
	MGMT 339	<i>Principles of Management and Operations</i>			Th 7:00PM - 9:45PM Tu 4:00PM - 6:45PM W 9:00AM - 11:45AM
	MGMT 340	<i>Organizational Behavior</i>			Mo 4:00 PM - 6:45 PM Tu 1:00 PM - 3:45 PM Th 7:00 PM - 9:45 PM

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<i>Writing</i>					
Collateral Courses Approved for ALL Concentrations (Including Advertising)					
D.4/ Z	AFAM 335	<i>History of Racism</i>			Tu 7:00PM - 9:45PM
	ENGL 301	<i>Advanced College Writing (ENGL 101)</i>	ENGL 101		TuTh 4:00 PM - 5:15 PM
B.5	FIN 310	<i>Personal Financial Management</i>	GE B.4		Mo 7:00PM - 9:45PM
D.4/ Z	HCOM 320	<i>Intercultural Communication</i>			Tu 7:00PM - 9:45PM Th 7:00PM - 9:45PM
	HCOM 333	<i>Communication in Business & Industry</i>			Tu 4:00 PM - 6:45 PM
C.3	PHIL 312	<i>Business and Professional Ethics (jr.)</i>	JR STATUS		TuTh 2:30PM - 3:45PM
D.4	PSYC 351	<i>Social Psychology (PSYC 101)</i>	PSYCH 101		MoWe 10:00AM - 11:15PM