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<th>GE AREA</th>
<th>COURSE</th>
<th>TITLE</th>
<th>PREREQ</th>
<th>GRADE</th>
<th>TERM</th>
<th>FALL 2017 IRVC</th>
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**ADVERTISING CONCENTRATION**

Must earn a grade of "C" or better in the following courses: COMM 233, 300, 350, 351, 352

**CORE REQUIREMENTS (6 UNITS) 2 CLASSES:**

- COMM 233  
  *Mass Communication in Modern Society*  
  GE D.1  
  WEB-IRVINE

- COMM 407  
  *Communications Law*  
  COMM 233, jr.  
  WEB-IRVINE

**CORE ELECTIVE: (3 UNITS):**

- All Concen  
  COMM 300  
  *Visual Communication*  
  GE C.1 or C.2  
  WEB-IRVINE

- COMM 310  
  *Mass Media Ethics*  
  Jr.  
  WEB-IRVINE

- COMM 315  
  *Mass Media and Ethnic Groups*  
  COMM 233, jr.  
  WEB-IRVINE

- COMM 333  
  *Mass Media Effects*  
  GE D.1, jr.  
  WEB-IRVINE

- COMM 422  
  *Communications Technologies*  
  COMM 233  
  WEB-IRVINE

- All Concen  
  COMM 425  
  *History & Phil of American Mass Communication*  
  COMM 233, jr.  
  WEB-IRVINE

- COMM 426  
  *Global Media Systems*  
  COMM 233, jr.  
  WEB-IRVINE

- COMM 480  
  *Persuasive Communications*  
  COMM 233, jr.  
  WEB-IRVINE

**BREADTH REQUIREMENTS (3 UNITS):**

- COMM 410  
  *Principles of Communications Research*  
  COMM 233, jr.  
  Mo 7:00PM - 9:45PM

**CONCENTRATION REQUIREMENTS (18 UNITS) 6 CLASSES:**

- COMM 350  
  *Principles of Advertising*  
  none  
  Th 1:00PM - 3:45PM

- COMM 351  
  *Writing for Advertising [UDW]*  
  ENGL 101  
  Tu 7:00PM - 9:45PM

- COMM 352  
  *Advertising Media*  
  COMM 350, jr.  
  Mo 4:00PM - 6:45PM

- COMM 353  
  *Creative Strategy and Execution I*  
  COMM 350, jr.  
  We 1:00PM - 3:45PM

- COMM 474  
  *Capstone - ADV/PR/ETC Student Agency*  
  COMM 350,352, 353  
  TuTh 11:30AM - 12:45PM  
  TuTh 1:00PM - 2:15PM  
  TuTh 2:30PM - 3:45PM

- COMM 495T  
  *Mass Media Internship*  
  information: [http://commfaculty.fullerton.edu/pcaldwell](http://commfaculty.fullerton.edu/pcaldwell)  
  COMM 351, 352, & 353  
  TBA

**Elective (6 Units) 2 CLASSES:**

- COMM 317  
  *Digital Foundations*  
  GE C.1 or C.2  
  Mo 3:00PM - 4:40PM & 5:00PM - 6:45PM  
  WEB-IRVINE

- COMM 361  
  *Principles of Public Relations*  
  Jr.  
  WEB-IRVINE

- COMM 380  
  *Interactive Media Design*  
  COMM 317  
  WEB-IRVINE

- COMM 415T  
  *Current Issues in Advertising*  
  COMM 233 or 350 or 361  
  WEB-IRVINE

- COMM 446  
  *Entertainment and Society*  
  COMM 233 or 346  
  WEB-IRVINE

**Must choose at least one from this section of 450, 452, 453, 454, 455, 456, 457**

- COMM 450  
  *Advertising and Brand Communication Management*  
  COMM 350 352& 353  
  WEB-IRVINE

- COMM 452  
  *Advanced Media Strategy and Tactics*  
  COMM 350 & 352  
  WEB-IRVINE

- COMM 453  
  *Advertising Creative Strategy and Execution II*  
  COMM 350 & 353 & 317  
  WEB-IRVINE

- COMM 454  
  *Advertising Media Sales*  
  COMM 350 & 353  
  WEB-IRVINE

- COMM 455  
  *Internet Advertising and Promotional Communications*  
  COMM 350, 352 & 353  
  WEB-IRVINE

- COMM 456  
  *Advertising Account Planning*  
  COMM 353  
  WEB-IRVINE

- COMM 457  
  *Broadcast Advertising*  
  COMM 350 & 353, jr.  
  WEB-IRVINE

- COMM 466T
<table>
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<tr>
<th>Arts</th>
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<tbody>
<tr>
<td>AMST 433</td>
<td>Visual Arts in Contemporary America</td>
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<tr>
<td>ART 300</td>
<td>Writing in the Visual Arts (jr.)</td>
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<tr>
<td>C.3 ART 311</td>
<td>Foundations of Modern Art (jr.)</td>
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<td>C.3 ART 312</td>
<td>Modern Art (jr.)</td>
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<tr>
<td>ART 323A/B</td>
<td>Graphic Design (ART 223A, B, C or equiv.)</td>
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<td>ART 338A/B</td>
<td>Creative Photography (ART 103, ART mjr.)</td>
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<td>ART 439</td>
<td>Creative Photo Studio Projects (ART 338 A/B)</td>
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<td>CTVA 371</td>
<td>Contemporary American Film</td>
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<td>Marketing</td>
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<tr>
<td>HCOM 334</td>
<td>Persuasive Speaking (HCOM 102)</td>
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<tr>
<td>MKTG 351</td>
<td>Principles of Marketing</td>
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<td>MKTG 370</td>
<td>Consumer Behavior</td>
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<td>MKTG 401</td>
<td>Professional Selling (MKTG 351)</td>
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<td>MKTG 425</td>
<td>Retail Marketing Strategy (MKTG 351)</td>
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<td>CTVA 360</td>
<td>Radio and TV Programming</td>
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<td>D.5 CTVA 365</td>
<td>Children's Television</td>
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<td>Management</td>
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<td>BUAD 301</td>
<td>Adv. Business Communication (CBE major)</td>
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<td>HCOM 324</td>
<td>Small Group Communication</td>
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<td>HCOM 326</td>
<td>Organizational Communication Dynamics</td>
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<td>MGMT 339</td>
<td>Principles of Management and Operations</td>
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<td>MGMT 340</td>
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<td>MGMT 443</td>
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<td>C.3 CPLT 315</td>
<td>Classical Mythology in World Literature (jr.)</td>
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<td>ENGL 300</td>
<td>Analysis of Literary Forms</td>
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<td>ENGL 404T</td>
<td>Advanced Creative Writing (ENGL 306)</td>
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<td>Collateral Courses Approved for ALL Concentrations (Including Advertising)</td>
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<td>D.5/Z AFAM 335</td>
<td>History of Racism</td>
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<td>D.5/Z HCOM 320</td>
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<td>D.5 HCOM 325</td>
<td>Interviewing: Principles and Practices</td>
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<td>Communication in Business &amp; Industry</td>
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<td>C.3 or E PHIL 312</td>
<td>Business and Professional Ethics (jr.)</td>
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