

# ADVERTISING (B.A.)

Unless otherwise noted, 120 credits of coursework is required for a baccalaureate degree with a minimum 2.0 overall GPA, and a minimum 2.0 major GPA.

## Degree Requirements Overview

Code	Title	Credits
SEEDS	General Education Requirements	24-27
	New Student Seminar	1
	Major Requirements	51
	Free Electives	44-41
<b>Total Credits</b>		<b>120</b>

## Major Requirements

Code	Title	Credits
<b>Core Requirements</b>		
CMST 110	Introduction to Communication and Media	3
CMST 210	Theorizing Communication and Media	3
<b>Strategic Communication Core</b>		
STCM 130	Fundamentals of Public Relations and Advertising	3
STCM 140	Multimedia Production for Strategic Communication	3
STCM 230	Brand Storytelling in Strategic Communication	3
STCM 240	Social Media Analytics	3
<b>Required Advertising Courses</b>		
STCM 234	Copywriting Across Media	3
STCM 381	Consumer Insights	3
STCM 401	Advertising Media Strategies	3
STCM 431	Advertising Campaign	3
<b>Major Electives</b>		
	Complete 15 credits from any CMDA, CMST, FMTV, JOUR, SPTC, or STCM course (not previously used for major requirements). See links to course lists below.	15
<b>Total Credits</b>		<b>45</b>

## Major Electives

CMDA, (<http://catalog.montclair.edu/coursesaz/cmda/>)  
 CMST (<http://catalog.montclair.edu/coursesaz/cmst/>),  
 FMTV, (<http://catalog.montclair.edu/coursesaz/fmtv/>) JOUR,  
 (<http://catalog.montclair.edu/coursesaz/jour/>) SPTC, (<http://catalog.montclair.edu/coursesaz/sptc/>) STCM (<http://catalog.montclair.edu/coursesaz/stcm/>)

## New Student Seminar

Code	Title	Credits
	Students in the Adult Learner program must take GNED 100.	
	Complete one course from the following. Some courses may be restricted by major. Consult with an academic advisor.	1
ADVS 198	Pathways to Success	
CHEM 190	Freshman Seminar in Chemistry	
FYS 100	First Year Seminar	
GNED 100	Adult Academic Success Seminar	

GNED 199	New Student Seminar
HPEM 199	Freshman Seminar in Health and Physical Education
IDS 155	Pathways to Adult Learning
JUST 199	New Student Seminar
MATH 102	New Student Experience for Mathematical Sciences
MUGN 199	Freshman Seminar for Music Majors
NURS 199	Introduction to Nursing
POLS 199	Freshman Seminar in Political Science and Law

## SEEDS General Education Requirements

Click here for a list of courses that fulfill the SEEDS requirements. (<http://catalog.montclair.edu/programs/seeds-general-education-requirements/>)

Code	Title	Credits
<b>Foundations</b>		
<i>Effective Writing I</i>		
	Complete one Effective Writing I course.	3
<i>Effective Writing II</i>		
	Complete one Effective Writing II course.	3
<i>Interactive Communication</i>		
	Complete one Interactive Communication course.	3
<i>Quantitative Reasoning</i>		
	Complete one Quantitative Reasoning course.	3
<i>Political and Civic Life</i>		
	Complete one Political and Civic Life course.	3
<i>World Language</i>		
	Complete two sequential classes in one World Language when starting at the Beginner I or Beginner II level. Complete one class when starting at the Intermediate/Advanced Level.	3-6
<b>Exploration</b>		
	Complete one course from four different Exploration categories:	6
<i>Analyzing Cultures and Societies</i>		
<i>Creative Expression</i>		
	Fulfilled by STCM 130 in the major.	
<i>Ethical Inquiry</i>		
<i>Historical Thinking</i>		
	Fulfilled by CMST 110 in the major.	
<i>Literary and Artistic Analysis</i>		
<i>Scientific Reasoning</i>		
<b>Total Credits</b>		<b>24-27</b>

## Recommended Roadmap to Degree Completion

This recommended degree plan is provided as an outline for students to follow in order to complete their degree requirements within four years and 120 credits. This plan is a recommendation and MUST be used in consultation with their academic advisor. Important note: Students should be aware this plan assumes no pre-requisite coursework is required. If pre-requisite coursework is needed, students may have additional requirements to fulfill which do not appear on the plan.

**First Year**

<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
GNED 199		1 SEEDS: Effective Writing II	3
Effective Writing I		3 SEEDS: Foundation Course	3
SEEDS: Interactive Communication		3 Major Elective	3
SEEDS: Foundation Course		3 Free Elective	3
STCM 130 (Fulfills SEEDS: Exploration - Creative Expression)		3 Free Elective	3
CMST 110 (Fulfills SEEDS: Exploration - Historical Thinking)		3	
	<b>16</b>		<b>15</b>

**Second Year**

<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
SEEDS: World Language 1		3 SEEDS: World Language 2	3
SEEDS: Exploration 3		3 STCM 230	3
CMST 210		3 Major Elective	3
STCM 140		3 Free Elective	3
Free Elective		3 Free Elective	3
	<b>15</b>		<b>15</b>

**Third Year**

<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
STCM 234		3 SEEDS: Exploration 4	3
STCM 240		3 STCM 381	3
Free Elective		3 Major Elective	3
Free Elective		3 Free Elective	3
Free Elective		3 Free Elective	3
	<b>15</b>		<b>15</b>

**Fourth Year**

<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
STCM 401		3 STCM 431	3
Major Elective		3 Major Elective	3
Free Elective		3 Free Elective	3
Free Elective		3 Free Elective	3
Free Elective		3 Free Elective	2
	<b>15</b>		<b>14</b>

**Total Credits 120**