

General Business Advertising Communications Track - 4 Year Degree Plan

2025-2026

Lamar University's **Bachelor of Business Administration in General Business** with a concentration in **advertising communications** combines knowledge of business with the creation and placement of information designed to produce sales. You will take courses focused on business environments and law, economics and finance, strategy and technology – so that in your career in advertising, you will be ready for whatever comes your way, whether it's listening to stakeholders, working with art departments, learning about the latest technological developments in your field or competing effectively for a campaign or a new client's business.

NOTE: Degree plans may change over a four-year period. This may not be the most current list of course requirements for your program. It is always advised that you check Degree Audit in Banner Self-Serv or your advisor for the most up-to-date degree requirements and to track your progress toward a degree.

FIRST YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	ENGL 1301	Composition I	3	_____	ENGL 1302	Composition II	3	_____
	BULW 1370 or MISC 1373	Business Environment and Public Policy or Introduction to Business Technologies	3	_____	BULW 1370 or MISC 1373	Business Environment and Public Policy or Introduction to Business Technologies	3	_____
	Creative Art Core		3	_____	POLS 2301	Intro to American Government I	3	_____
	Life and Physical Science		3	_____	COMM 1321	Business and Prof Speech	3	_____
	HIST 1301	U.S. History I 1763-1877	3	_____	MATH 1324	Mathematics for Business and Social Sciences	3	_____
	Hours		15	_____	Hours		15	_____
SECOND YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	ACCT 2301	Introduction to Financial Accounting	3	_____	ACCT 2302	Introduction to Managerial Accounting	3	_____
	POLS 2302	Intro/American Government II	3	_____	ENGL 2300 or PHIL 2306	Ethics and Literature or Ethics	3	_____
	ECON 2301	Principles of Economics I Macro	3	_____	ECON 2302	Principles of Economics II Micro	3	_____
	HIST 1302	U.S. History II Since 1877	3	_____	BUAL 2305	Business Statistics	3	_____
	Life/Physical Science Core		3	_____	MGMT 3300	Intro to Crit Think/Business Decision Making	3	_____
	Hours		15	_____	Hours		15	_____
THIRD YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	MGMT 3310	Principles of Org Behavior and Mgmt	3	_____	MGMT 3320	Production Management	3	_____
	FINC 3310	Principles of Finance	3	_____	MISC 3310	Principles of MIS	3	_____
	MKTG 3310	Principles of Marketing	3	_____	COMM 3361 or COMM 4365	Desktop Publishing or Social Media Campaigns	3	_____
	BULW 3310	Business Law	3	_____	MKTG 3360	Consumer Behavior	3	_____
	ARTS 3351	2D Graphics	3	_____	ARTS 3352	3D Graphics	3	_____
	Hours		15	_____	Hours		15	_____
FOURTH YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	3000-4000 Business Elective		3	_____	MGMT 4370	Strategic Analysis	3	_____
	International/Cultural Component		3	_____	COMM 4380	Advertising Campaign Strategies	3	_____
	Free Elective		6	_____	Free Elective		6	_____
	MKTG 4340	Marketing Promotion	3	_____	3000-4000 Business Elective		3	_____
	Hours		15	_____	Hours		15	_____