

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			ENGL 1302	Composition II		
	BULW 1370 or MISY 1373		Business Environment and Public Policy or Introduction to Business Technologies	3	BULW 1370 or MISY 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		MISY 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	