

Communication B.S. Concentration in Advertising - 4 Year Degree Plan

2025-2026

Lamar University's **Bachelor of Science in Communication** with a concentration in **advertising** is an interdisciplinary program between the College of Business and the Departments of Art and Design and Communication. This program will give you the knowledge of business combined with creativity that's designed to produce sales. The program is offered only on-campus and its coursework includes advertising principles and practices, media writing, social media campaigns, etc. After graduation, you'll have the necessary skills to become an account manager or planner, creative director, media export or interactive marketer.

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		
	COMM 2371	Advertising Principles and Practices	3		COMM 1307	Intro Mass Comm	3	
	COMM 1311	Introduction to Communication	3		COMM 1373	Media Writing	3	
	Creative Arts		3		COMM 1318	Interpersonal Communication	3	
	COMM 1315	Public Speaking I	3		MATH 1332	Contemporary Mathematics I	3	
		Hours	15			Hours	15	
SECOND YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	HIST 1301	U.S. History I 1763-1877	3		HIST 1302	U.S. History II Since 1877	3	
	COMM: PERFORMANCE		3		COMM: PERFORMANCE		3	
	Science Core (030)		3		Science Core (030)		3	
	PSYC 2301 or SOCI 1301 or ECON 1301	General Psychology (Social Science Core) or Intro to Sociology or Principles and Policies	3		Language, Philosophy, Culture Core (040)		3	
	MATH 1342 or PSYC 2317	Elementary Statistical Methods or Introduction to Statistical Methods	3					
		Hours	15			Hours	12	
THIRD YEAR	Summer		Hours	Grade				
	ARTS 3351	2D Graphics	3					
	ARTS 3352	3D Graphics	3					
		Hours	6					
	Fall		Hours	Grade	Spring		Hours	Grade
	COMM 3361	Desktop Publishing	3		COMM	Theory	3	
	COMM	Theory	3		POLS 2302	Intro/American Government II	3	
FOURTH YEAR	COMM 3371	Advanced Advertising	3		COMM 4365	Social Media Campaigns	3	
	POLS 2301	Intro to American Government I	3		General Elective		3	
	COMM 3364	Foundations of Social Media	3		MKTG 3310	Principles of Marketing	3	
		Hours	15			Hours	15	
	Fall		Hours	Grade	Spring		Hours	Grade
	COMM	Theory	3		COMM 4340	Organizational Communication	3	
	MKTG 4360	Marketing Research	3		COMM 4380	Advertising Campaign Strategies	3	