

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

2026-2027

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. – Contact UAC at advising@lamar.edu, 409-880-8822, lamar.edu/findadvisor

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	_____	
		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	_____	
		Summer			Hours	Grade				
	ARTS 3351	2D Graphics	3	_____						
	ARTS 3352	3D Graphics	3	_____						
	Hours		6	_____						

THIRD YEAR	Fall			Hours	Grade	Spring			Hours	Grade
		COMM 3361	Desktop Publishing	3	_____	COMM	Theory	3	_____	
		COMM	Theory	3	_____	POLS 2302	Intro/American Government II	3	_____	
		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	_____		

FOURTH YEAR	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	_____
	Advanced Elective	Any 3000-4000	3	_____	Advanced Elective	Any 3000-4000	3	_____
	Advanced Elective	Any 3000-4000	3	_____	Advanced Elective	Any 3000-4000	3	_____
	Advanced Elective	Any 3000-4000	3	_____				
		Hours	15	_____		Hours	12	_____

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