

ADVERTISING MAJOR (B.A.)

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

Program Requirements Overview

Code	Title	Credits
	General Education Requirements	42
	World Languages and Cultures Requirements	3-9
	Major Requirements	51
	Free Electives	24-18
	Total Credits	120

Major Requirements

Code	Title	Credits
Core Requirements		
CMST 110	Introduction to Communication and Media	3
CMST 210	Theorizing Communication and Media	3
Strategic Communication Core		
STCM 130	Fundamentals of Public Relations and Advertising	3
STCM 140	Multi Media Production for Strategic Communication	3
STCM 230	Brand Storytelling in Strategic Communication	3
STCM 240	Social Media Analytics	3
Required Advertising Courses		
STCM 234	Copywriting Across Media	3
STCM 381	Consumer Insights	3
STCM 401	Advertising Media Strategies	3
STCM 431	Advertising Campaign	3
Major Electives		
	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
	Total Credits	45

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/>)

General Education Requirements

Click here for a list of courses that fulfill General Education categories. (<http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/general-ed-ba-bs/>)

Code	Title	Credits
A. New Student Seminar		
	Complete a 1 credit New Student Seminar	1
C. Communication		
	1. <i>Writing</i>	3
	2. <i>Literature</i>	3

	3. <i>Communication</i>	3
D. Fine and Performing Arts		
	Complete a 3 credit Fine and Performing Arts course.	3
F. Humanities		
	1. <i>Great Works and Their Influences</i>	3
	2. <i>Philosophical and Religious Perspectives</i>	3
G. Computer Science		
	Complete a 3 credit Computer Science course.	3
H. Mathematics		
	Complete a 3 credit Mathematics course.	3
I. Natural Science Laboratory		
	Complete a 4 credit Natural Science Laboratory course.	4
J. Physical Education		
	Complete a 1 credit Physical Education course.	1
K. Social Science		
	1. <i>American and European History</i>	3
	2. <i>Global Cultural Perspectives</i>	3
	3. <i>Social Science Perspectives</i>	3
L. Interdisciplinary Studies		
	Complete a 3 credit Interdisciplinary Studies course.	3
	Total Credits	42

World Languages and Cultures Requirements

Click here for a list of courses that fulfill World Languages and Cultures categories. (<http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/world-languages-cultures-requirement/>)

Code	Title	Credits
World Languages		
	Based on language placement exam, complete one or two sequential courses in the same language.	3-6
World Cultures		
	Requirement may be fulfilled by course selected in General Education 0-3 - Social Science: Global Cultural Perspectives.	
	Total Credits	3-9

Recommended Roadmap to Degree Completion

This recommended four-year plan is provided as an outline for students to follow in order to complete their degree requirements within four years. This plan is a recommendation and students should only use it in consultation with their academic advisor.

Course	Title	Credits
First Year		
Fall		
GNED 199	New Student Seminar	1
WRIT 105	College Writing I	3
CMST 101	Fundamentals of Speech: Communication Requirement	3

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GENERAL EDUCATION (D) Fine and Performing Arts		3
CMST 110	Introduction to Communication and Media	3
Credits		13

Spring

GENERAL EDUCATION (C2) Literature		3
GENERAL EDUCATION (G) Computer Science		3
GENERAL EDUCATION (K1) Social Science – American and European History		3
STCM 130	Fundamentals of Public Relations and Advertising	3
Major Elective		3
Credits		15

Second Year

Fall

GENERAL EDUCATION (H) Mathematics		3
World Language 1		3
CMST 210	Theorizing Communication and Media	3
STCM 140	Multi Media Production for Strategic Communical	3
Major Elective		3
Credits		15

Spring

GENERAL EDUCATION (J) Physical Education		1
GENERAL EDUCATION (K2) Social Science – Global Cultural Perspectives		3
World Language 2		3
STCM 230	Brand Storytelling in Strategic Communical	3
STCM 240	Social Media Analytics	3
Free Elective		3
Credits		16

Third Year

Fall

GENERAL EDUCATION (I) Natural Science Laboratory		4
GENERAL EDUCATION (F2) Humanities – Philosophical and Religious Perspectives		3
World Cultures (or Free Elective)		3
STCM 234	Copywriting Across Media	3
Free Elective		3
Credits		16

Spring

GENERAL EDUCATION (F1) Humanities – Great Works and Their Influences		3
GENERAL EDUCATION (K3) Social Science – Social Science Perspectives		3
STCM 381	Consumer Insights	3
Major Elective		3
Free Elective		3
Credits		15

Fourth Year

Fall

GENERAL EDUCATION (L) Interdisciplinary Studies		3
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STCM 401	Advertising Media Strategies	3
Major Elective		3
Free Elective		3
Free Elective		3
Credits		15

Spring

STCM 431	Advertising Campaign	3
Major Elective		3
Free Elective		3
Free Elective		3
Free Elective		3
Credits		15

Total Credits 120