

General Studies/Transfer Studies AA

Advertising-Concentration

Liberal Arts & Transfer Studies Division

Program Description:

This program will provide graduates with an associate's degree that will lead to a bachelor's degree in Advertising. This major prepares students to create advertisements, plan and execute media buys, and complete campaigns. The advertising major trains students for agency work, including publicizing products and services for companies and organizations.

Career Outlook:

Overall employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase by 13 percent through 2018.

Employment Opportunities:

Advertising and promotions managers
Marketing and sales managers
Public relations managers

Salary Forecast:

For the most current salary information please refer to the Bureau of Labor Statistics "Occupational Outlook Handbook" found at www.bls.gov/ooh/.

Contact Information:

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Our mission is to prepare students for careers, civic responsibility and life-long learning.

General Studies/Transfer Studies Major Code-CG10 • Advertising Concentration Code-CG11

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|-------------------------------|--------------|-----------------|-----------------------|-------------|
| Name: | | | ID Number 942- | |
| CAPS SCORES: | MATH: | ENGLISH: | READ: | DOE: |
| COL 101 Faculty: | | | | |
| Educational Counselor: | | | | |
| Faculty Advisor: | | | | |

| COURSE | REQUIREMENTS | SEM | HRS | GR | SUBSTITUTE/REPEAT CRS | SEM | CR |
|---------------|---|-----|-----|----|-----------------------|-----|----|
| ART 101 | Introduction to Visual Arts | | 3 | | | | |
| COL 101 | New Student Seminar | | 3 | | | | |
| ENL 111 | Written Communication ¹ | | 3 | | | | |
| HIST 103 | U.S. History to 1877 ² | F | 3 | | | | |
| MAT 120 | Applied Professional Mathematics ³ | | 3 | | | | |
| PSYC 200 | General Psychology ² | | 3 | | | | |
| | | | | | | | |
| COM 112 | Oral Communication ² | | 3 | | | | |
| COM 130 | Mass Communication ² | S | 3 | | | | |
| BIOL 101/101L | General Biology with Lab ² | | 4 | | | | |
| ENL 115 | Written Communication ⁴ | | 3 | | | | |
| MK 130 | Fundamentals of Marketing ² | | 3 | | | | |
| | | | | | | | |
| ENL 201 | Introduction to Literature ⁵ | | 3 | | | | |
| HIST | History Elective (Any US History) | | 3 | | | | |
| MK 210 | Customer Service ⁶ | | 3 | | | | |
| SCI 201 | Integrated Science: Health, Law & Env. ⁷ | | 4 | | | | |
| SPAN 101 | Introductory Spanish ⁸ | F | 3 | | | | |
| | | | | | | | |
| COM 230 | Principles of Public Relations ² | S | 3 | | | | |
| EC 201 | Fundamentals of Microeconomics ² | | 3 | | | | |
| HMN 235 | Leadership Dev. Studies ^{9,10} | | 3 | | | | |
| SPAN 102 | Introductory Spanish II ¹¹ | S | 3 | | | | |

DEVELOPMENTAL COURSES REQUIRED

| COURSE | REQUIREMENTS | SEM | HRS | GR | SUBSTITUTE/REPEAT CRS | SEM | CR |
|--------|--------------|-----|-----|----|-----------------------|-----|----|
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| REQUIRED HOURS FOR GRADUATION: 62 |
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¹ ENL 111 has a prerequisite of placement in 100-level English, and placement in 100-level reading.
² COM 112, COM 230, BIOL 101, EC 201, HIST 103, and MK 130 have a prerequisite of placement in 100-level reading.
³ MAT 120 has a prerequisite of placement in 100-level mathematics.
⁴ ENL 115 has a prerequisite of ENL 111.
⁵ ENL 201 has a prerequisite of ENL 115.
⁶ MK 210 has a prerequisite of COM 112.
⁷ SCI has a prerequisite of MAT 145, or MAT 120, or MAT 150.
⁸ SPAN 101 has a prerequisite of ENL 095 or placement in 100 –level English, and REA 098 or placement 100-level reading.
⁹ HMN 235 has a prerequisite of ENL 111.
¹⁰ HMN 235 is the capstone course for this program and should be taken during the student’s final term.
¹¹ SPAN 102 has a prerequisite of SPAN 101.

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