Ivy Tech Community College Transfer Pathway for Ball State Bachelor's Degree in Strategic Communication: Advertising

Ivy Tech AS or AA Degree (Any Major--Must complete the Indiana College Core)		**Credits (h)**	**60**

YEAR 3 - Ball State University

Fall Semester			Spring Semester		
Course ID	Course Name	Credits (h)	Course ID	Course Name	Credits (h)
EMDD 103	Introduction to Media Design	3	CCIM 210	Professional Development	1
JOUR 101	Media and Society	3	JOUR 250	Introduction to Advertising	3
NEWS 105	Journalistic Storytelling: Intro	3	JOUR 261	Principles of Public Relations	3
Elective	BSU Elective	3	Directed Elective	Any EMDD/JOUR/NEWS course not already on plan	3
PFW XXX	Personal Wellness	2	JOUR 302	Diversity and Media	3
			FIN 101	Personal Finance for Fiscal Wellness	1
	Semester Total =	14		Semester Total =	14

YEAR 4 - Ball State University

Fall Semester			Spring Semester		
Course ID	Course Name	Credits (h)	Course ID	Course Name	Credits (h)
JOUR 352	Media Planning	3	NEWS 499	Legal and Ethical Issues	3
JOUR 354	Advertising Copy and Layout	3	JOUR 355	Branding for Advertising	3
JOUR 485	Strategic Communication Processes	3	JOUR 398	Advertising Topics	3
JOUR 382	Strat. Comm. Theory and Research	3	JOUR 456	Advertising Campaigns	3
UCC	University Core Curriculum	3	Elective	BSU Elective	2
	Semester Total =	15		Semester Total =	14
				Credits (h)	**57**

Advising Notes: To complete this degree: students will need to complete JOUR 369 as a summer course after first year at Ball State. This will complete the last 3 credit hours of for 120 credits to graduate.