Concord University
Bachelor of Art -*Advertising/Graphic Design*
Registrar's Office Official Document

Name: _____

120 hours minimum for graduation with a 2.00 average overall
56 hours from a four-year institution

Course	Title	CR	GR	QP
Written and Oral Communications *(9 credit hours)* Select one course from BGEN 205 or COMM 101				
ENGL 101	Composition & Rhetoric I	3		
ENGL 102	Composition & Rhetoric II	3		
COMM 101 Or BGEN 205	Fundamentals of Speech Or Fundamentals Business Communication	3		
Literature and Humanities *(6 credit hours)* Select one (1) course from Literature and one (1) course from History and Philosophy. *May be repeated for 3 credit hours.*				
	ENGL 203 or 204	3		
	HIST 101, 102, 203, 204, **PHIL** 101, 308, 316, or 361	3		
Fine Arts– *(3 credit hours)* Select one (1) course from the following:				
ART 101	**ART** 101, 103, 105, 106, 204, 205, 216, 303, 304, 308, **MUS** 101, *451, *453A, or **THEA** 102	3	See Major	
Social and Behavioral Sciences *(9 credit hours)* Select one (1) course from three different categories.				
	Category 1 - Business and Professional Studies BGEN 105, ECON 203, ECON 204, FIN 200, HSP 100 or SOWK 161	3		
	Category 2 - Geography GEOG 101 or 221	3		
	Category 3 - Political Science POSC 101, 104, or 202	3		
	Category 4 - Psychology PSY 101 or 200			
	Category 5 – Sociology SOC 101, 201, or 301			
Natural Sciences *(7-8 credit hours)* Select one (1) course from two different categories.				
	Category 1-Biological Science BIOL 101, 102, 121, or 122	4		
	Category 2-Earth & Space Science GEOL 101, GEOL 140 or 150, GEOG 200, PHSC 104, or PHYS 105	3-4		
	Category 3-Physical Science CHEM 100, CHEM 101/111, PHSC 103, PHYS 101, or PHYS 201			
Mathematics *(3 credit hours)* Select one (1) Mathematics course numbered 100 or higher.				
		3		
Physical Wellness *(2 credit hours)* Select one or more courses listed below for a total of at least two hours.				
	H ED 120, 304, **P ED** 101M, 117 or 118	2-3		
Modern/Classical Language – (Optional *6 credit hours)* Select two courses within the same Modern/Classical Language for substitution purposes.				
	May not substitute Modern Language for ENGL 101, ENGL 102, the 3 hour Mathematics requirement or the 4-hour lab science requirement.			

Art Core Program (2.5 GPA required)				
ART 101	Introduction to Visual Arts	3		
ART 103	Drawing I	3		
ART 104	Drawing II	3		
ART 105	Design I	3		
ART 106	Basic Computer Graphics	3		
ART 202	Design II	3		
ART 204 or ART 304	Painting I or Watercolor Painting	3		
ART 205	Ceramics I	3		
ART 216	Photography I	3		
ART 221	Art History I	3		
ART 307	Sculpture I	3		
ART 308	Printmaking I	3		
ART 331	Art History II	3		
ART 430	Seminar	1		
Advertising/Graphic Design (2.5 GPA required)				
ART 222	Basic Production Techniques	3		
ART 223	Typography	3		
ART 229	Basic Illustration Techniques	3		
ART 328	Graphic Techniques	3		
ART 329	Advanced Illustration	3		
ART 359	Studies in Computer Graphics	3		
ART 361	Web Design	3		
ART 402	Advanced Advertising Design	3		
ART 450	Advertising/Graphic Design Internship	1-6		
MKT 305	Principles of Marketing	3		
MKT 316	Advertising & Sales Promotion	3		

RESIDENCE CREDIT:
36 hours at Concord
16 of last 32 hours at Concord
Note: In some degree programs, this is prior to entering professional training.
9 hours in Major, Teaching Fields

TOTAL MINIMUM CREDITS REQUIRED: 120
GENERAL EDUCATION CREDITS: 39-41
ELECTIVE CREDITS: 6-13

Revised 02/29/2024