PROGRAM TO PROGRAM ARTICULATION AGREEMENT

Agreement with Respect to Applying the
Associate of Applied Sciences Degree Program in
Business to Business and Technology

Towards the
Advertising Major

System General Education Requirements (SGRs) (12 credits from classes on the approved lists in the SDSU Bulletin.

1. SGR Goal #1: Written Communication ENGL 101 Composition I and ENGL 201 Composition II (6 credits)
2. SGR Goal #4: Humanities and Arts/Diversity (6 credits in 2 disciplines or a sequence of modern foreign language courses)
3. SGR Goal #5: Mathematics (3 credits)
4. SGR Goal #6: Natural Sciences (6 credits)

College of Arts, Humanities and Social Sciences Degree Requirements (3-9 credits)

Bachelor of Science Degree (7 credits)

1. AHSS 111, Introduction to Global Citizenship and Diversity (3 credits)
2. Natural Sciences Class (4 credits) from the approved list in SDSU Bulletin, taken as needed to earn 10 or more science credits from at least two different disciplines, with a minimum of two lab
3. A minor, second major, teaching specialization *Satisfied in full by completion of the A.A.S. degree from WDT.*

Bachelor of Arts Degree (3-9 credits)

1. AHSS 111 Introduction to Global Citizenship and Diversity (3 credits)
2. Completion of a Modern Foreign Language through the 202 level (0-6 credits)
3. A minor or second major or teaching specialization *Satisfied in full by completion of the A.A.S. degree from WDT.*

Major Requirements (38 credits)

1. ADV 370 - Advertising Principles (3 credits)
2. ADV 371, 371L - Advertising Copy and Layout and Studio (3 credits)
3. ADV 372, 372L - Advertising Media Strategies and Lab (3 credits)
4. ADV 442, 442L - Integrated Marketing Communication and Campaigns Studio (3 credits)
5. MCOM 119 - Mass Communication Fundamentals (2 credits)
6. MCOM 210, 210L - Basic Newswriting and Lab (3 credits)
7. MCOM 220, 220L - Introduction to Digital Media and Lab (3 credits)
8. MCOM 270 - Data Analysis in Communication (3 credits)
9. MCOM 331, 331L - Video Production and Lab (3 credits)
10. MKTG 370 - Marketing (3 credits)
11. MCOM 394 - Internship or MCOM 494 - Internship (3 credits)
12. MCOM 416 - Mass Media in Society or ADV 476 - Global and Multicultural Advertising (3 credits)
13. MCOM 430 - Media Law (3 credits)

Program or General Electives (3-10 credits): if/as needed to reach 120 credit hours total required for graduation.

Total minimum number of credits at SDSU: 72
Total number of technical credits from WDT: 48
Total minimum credits required: 120

Additional Requirements:
1.

APPENDIX A

PLAN OF STUDY FOR
Associate of Applied Science Business Business and Technology