

QUEENS COLLEGE

Advertising BS

FOUR YEAR ACADEMIC PLAN

12

Required Core Credits

18

Flexible Core Credits

12

College Option Credits

39

Major Credits

39

Elective Credits

This 4-year academic plan is for freshmen entering Queens College in Fall 2022. Our 4-year academic plans are illustrative examples of integrated degree requirements and course sequencing for each of the College's programs of study which are designed to ensure degree completion in a timely manner. Students are advised to meet with professional and faculty advisors to tailor their degree maps to their individual interests (academic and career goals), as well as other considerations including course offerings and the incorporation of winter and summer sessions. Course pre-requisite/s and co-requisite/s are strictly enforced, as are entrance and maintenance criteria (if applicable) for the successful completion of the degree.



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Freshman

FALL

English Composition I (EC1)	3 credits
MEDST 101	3 credits
Contemporary Media	
Math & Quantitative Reasoning (MQR)	3 credits
US Experience in Its Diversity (USED)	3 credits
Individual & Society (IS)	3 credits

Fall total credits **15 credits**

SPRING

English Composition II (EC2)	3 credits
MEDST 160	3 credits
Advertising Aesthetics	
Life & Physical Science (LPS)	4 credits
World Cultures & Global Issues (WCGI)	3 credits
Creative Expression (CE)	3 credits

Spring total credits **16 credits**

Sophomore

FALL

MEDST 223	3 credits
Media Writing	
MEDST 255	3 credits
Social Media—Technology, Industry & Society)	
MEDST 260	3 credits
Advertising & Marketing	
Scientific World (SW)	3 credits
An Additional Flexible Course	3 credits

Fall total credits **15 credits**

SPRING

Choose one:	
ANTH 201 (OR ANTH 232 OR ANTH 280)	3 credits
Essentials of Cultural Anthropology	
First Major Elective*	3 credits
Second Major Elective*	3 credits
College Option Literature (LIT)	3 credits
College Option Language (LANG)	4 credits
Spring total credits	16 credits

***Major Electives: Choose 4 from the following:**

MEDST 222, MEDST 262, MEDST 264, MEDST 350/ 350W, MEDST 357, RTS 370, DATA 205, SOC 765, SOC 235, SOC 353, ECON 245

NOTE: All advertising majors must maintain a 3.0 overall GPA.

General Education requirements may be taken in any order if the pre-requisite requirement(s) is/are satisfied.



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Junior

FALL

Third Major Elective*	3 credits
Fourth Major Elective*	3 credits
College Option Science (SCI)	3 credits
An Additional College Core	3 credits
Second major, minor, or general elective**	3 credits
Fall total credits	15 credits

SPRING

MEDST 363W (W)	3 credits
Advertising & Inequality	
MEDST 364/364W (W)	3 credits
Advertising, Consumption and Culture	
Second major, minor, or general elective**	9 credits
Spring total credits	15 credits

Senior

FALL

MEDST 299.3	3 credits
Internship¥	
Second major, minor, or general elective**	12 credits
Fall total credits	15 credits

SPRING

Second major, minor, or general elective**	15 credits
Spring total credits	15 credits

¥ A 3.0 GPA and department permission required.

**General Electives: Students may complete general electives by taking courses in (most) department/s or programs they choose; however, depending on the course/program, students may need department permission and/or prerequisite course/s. Electives may be used to supplement the chosen major (an English major may want to take a course in French or Italian literature) or to fulfill interest in a different area (a Music major may be interested in the physics of sound). Students are encouraged to use available electives to complete a dual major, minor, pre-requisites for graduate or professional school, or complete and internship, experiential learning and/or study abroad. Students are encouraged to use their available general electives wisely and focus on coursework that will assist them personally, academically and professionally.

