

BS IN ADVERTISING & BRAND STRATEGY ACADEMIC MAP

2025 - 2026 Catalog Year

A degree in advertising and brand strategy from the Mayborn School of Journalism prepares students to design, manage, and lead equitable advertising campaigns in the context of a multicultural society. Students will graduate with applied creativity, strategic problem-solving, and consumer insight skills gained from extensive hands-on experience working in state-of-the-art technology labs and across media platforms.

| FALL | Hrs | SPRING | Hrs |
|--|-----|--|-----|
| ENGL 1310 | 3 | ENGL 1320 | 3 |
| PSCI 2306 | 3 | PSCI 2305 | 3 |
| ADVG 1000 | 3 | ADVG 2000 | 3 |
| ADVG 1100 | 3 | ADVG 2100 | 3 |
| MATH 1680 (Also satisfies Mathematics Core) | 3 | Social & Behavioral Science Core | 3 |
| Total hours | 15 | Total hours | 15 |
| Milestones <ul style="list-style-type: none">- Earn a “C” or higher on all JOUR/ADVG courses.- Earn a 2.5 JOUR major GPA.- See your academic advisor to plan for next semester. | | Milestones <ul style="list-style-type: none">- Earn a “C” or higher on all JOUR/ADVG courses.- Maintain 2.5 JOUR major GPA.- See your academic advisor to plan for next semester. | |

| FALL | Hrs | SPRING | Hrs |
|--|-----|--|-----|
| ADVG Professional Track Course | 3 | ADVG Professional Track Course | 3 |
| Creative Arts Core | 3 | Life and Physical Sciences Core | 3 |
| HIST 2610 | 3 | HIST 2620 | 3 |
| Minor Course | 3 | Language, Philosophy, Culture Core | 3 |
| Life and Physical Sciences Core | 3 | MDSE 3900 or MGMT 4235 or MKTG 3651 | 3 |
| Total hours | 15 | Total hours | 15 |
| Milestones <ul style="list-style-type: none">- Earn a “C” or higher on all JOUR/ADVG courses.- Maintain 2.5 JOUR major GPA.- See your academic advisor to plan for next semester. | | Milestones <ul style="list-style-type: none">- Earn a “C” or higher on all JOUR/ADVG courses.- Maintain 2.5 JOUR major GPA.- See your academic advisor to plan for next semester. | |

| FALL | Hrs |
|--|------------|
| ADVG Professional Track Course | 3 |
| MDSE 3900 or MGMT 4235 or MKTG 3651 | 3 |
| Component Area Option A Core | 3 |
| Minor Course | 3 |
| Elective | 3 |
| <i>Total hours</i> | <i>15</i> |
| Milestones <ul style="list-style-type: none"> - Earn a "C" or higher on all JOUR/ADVG courses. - Maintain 2.5 JOUR major GPA. - See your academic advisor to plan for next semester. | |

| SPRING | Hrs |
|--|------------|
| ADVG Professional Track Course | 3 |
| MDSE 3900 or MGMT 4235 or MKTG 3651 | 3 |
| JOUR 4250 | 3 |
| Minor Course | 3 |
| Elective | 3 |
| <i>Total hours</i> | <i>15</i> |
| Milestones <ul style="list-style-type: none"> - Earn a "C" or higher on all JOUR/ADVG courses. - Maintain 2.5 JOUR major GPA. - See your academic advisor to plan for next semester. | |

| FALL | Hrs |
|---|------------|
| ADVG 4100 | 3 |
| Minor Course (Advanced) | 3 |
| SOCI or ANTH (Advanced) | 3 |
| Minor Course | 3 |
| SOCI or ANTH (Advanced) | 3 |
| | |
| <i>Total hours</i> | <i>15</i> |
| Milestones <ul style="list-style-type: none"> - Earn a "C" or higher on all JOUR/ADVG courses. - Maintain 2.5 JOUR major GPA. - Apply for graduation when registering for spring classes. | |

| SPRING | Hrs |
|--|------------|
| ADVG 4800 or JOUR 4805 or ADVG 4815 | 1 |
| ADVG 4200 | 2 |
| ADVG 4300 or 4400 | 3 |
| SOCI or ANTH (Advanced) | 3 |
| Minor Course (Advanced) | 3 |
| Component Area Option B Core | 3 |
| <i>Total hours</i> | <i>15</i> |
| Milestones <ul style="list-style-type: none"> - Earn a "C" or higher on all JOUR/ADVG courses. - Maintain 2.5 JOUR major GPA. - If you have not already done so, apply for graduation within the first two weeks of the of the spring term. - Reach a total of at least 42 advanced hours. - Reach a total of at least 120 credit hours. | |

Additional Information

- Course descriptions and prerequisites available at: catalog.unt.edu
- To see how your coursework applies, run your official degree audit at: mydegreeaudit.unt.edu
- Questions? Make an advising appointment with your advisor at: unt.navigate.eab.com