UNT | COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCES

BS IN ADVERTISING & BRAND STRATEGY ACADEMIC MAP

2026-2027

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
ADVG 1000	3
ADVG 1100	3
MATH 1680 (Also satisfies Math Core)	3
ENGL 1310	3
PSCI 2305	3
Total Hours	***15***

Milestones
- Earn a 2.0 UNT and overall GPA
- Earn a 2.5 ADVG major GPA
- See your academic advisor to plan for next semester
- Visit the Career Center (start resumé, explore careers)

SPRING	Hrs
ADVG 2000	3
ADVG 2100	3
Social & Behavioral Science Core	3
ENGL 1320	3
PSCI 2306	3
Total Hours	***15***

Milestones
- Maintain a 2.0 UNT and overall GPA
- Maintain a 2.5 ADVG major GPA
- See your academic advisor to plan for next semester

FALL	Hrs
ADVG Professional Track Course	3
Minor Course	3
HIST 2610	3
Language Philosophy & Culture Core	3
Life & Physical Sciences Core	3
Total Hours	***15***

Milestones
- Maintain a 2.0 UNT and overall GPA
- Maintain a 2.5 ADVG major GPA
- See your academic advisor to plan for next semester
- **See faculty advisor for degree audit request form** (official degree audit, if not already completed)

SPRING	Hrs
ADVG Professional Track Course	3
MDSE 3900 or MGMT 4235 or MKTG 3651	3
HIST 2620	3
Creative Arts Core	3
Life & Physical Sciences Core	3
Total Hours	***15***

Milestones
- Maintain a 2.0 UNT and overall GPA
- Maintain a 2.5 ADVG major GPA
- See your academic advisor to plan for next semester
- Look into Study Abroad options

Last Updated 2/6/26

FALL	Hrs
ADVG Professional Track Course	3
MDSE 3900 or MGMT 4235 or MKTG 3651	3
Minor Course	3
Component Area Option A Core	3
Elective	3
Total Hours	***15***

Milestones
- Maintain a 2.0 UNT and overall GPA
- Maintain a 2.5 ADVG major GPA
- See your academic advisor to plan for next semester
- Investigate Internship options (Career Center, major department, etc.)

SPRING	Hrs
ADVG Professional Track Course	3
MDSE 3900 or MGMT 4235 or MKTG 3651	3
JOUR 4250	3
Minor Course	3
Elective	3
Total Hours	***15***

Milestones
- Maintain a 2.0 UNT and overall GPA
- Maintain a 2.5 ADVG major GPA
- See your academic advisor to plan for next semester

FALL	Hrs
ADVG 4100	3
Minor Course	3
Minor Course (Advanced)	3
SOCI or ANTH (Advanced)	3
SOCI or ANTH (Advanced)	3
Total Hours	***15***

Milestones
- Maintain a 2.0 UNT and overall GPA
- Maintain a 2.5 ADVG major GPA
- See your academic advisor to plan for next semester
- Pre-Graduation Check/Apply for Graduation

SPRING	Hrs
ADVG 4800 or JOUR 4805 or ADVG 4815	1
ADVG 4200	2
ADVG 4300 or 4400	3
Minor Course (Advanced)	3
SOCI or ANTH (Advanced)	3
Component Area Option B Core	3
Total Hours	***15***

Milestones
- Earn a 2.0 UNT and overall GPA
- Maintain a 2.5 ADVG major GPA
- **Be applied for graduation within two weeks of the Spring Term**
- Reach a total of at least 120 Credit Hours
- Reach a total of at least 42 Advanced 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