

UNIVERSITY OF MIAMI
**SCHOOL of
 COMMUNICATION**



**ADVERTISING, GENERAL TRACK (CADV1_BSC)
 ACADEMIC OUTLINE**

Fall Semester, Freshmen Year	Spring Semester, Freshmen Year
1. JMM 108	1. COM 250
2. STC 102	2. STC 114
	3. Statistics Course (3)

Fall Semester, Sophomore Year	Spring Semester, Sophomore Year
1. STC 200	1. STC 231
2. COS 211	2. STC 233

Fall Semester, Junior Year	Spring Semester, Junior Year
1. STC 312	1. STC 388
2. STC Elective/International Focus (4)	2. STC Elective
3. MKT 301	3. MKT 310

Fall Semester, Senior Year	Spring Semester, Senior Year
1. STC 434	1. STC Elective (5)

- (1) SoC students are required to complete a minimum of a minor (inside or outside of the school) in addition to their Communication major to graduate. For an optional 2nd major, please see your academic advisor.
- (2) SoC students must complete English Composition, Mathematics and University Cognates: www.miami.edu/cognates and the Advanced Writing and Communication Skills Proficiency requirement.
- (3) Students must take a statistics course (PSY 292 or MAS 201 or another approved statistics course) prior to registering for STC 312.
- (4) The following courses count towards the international focus elective: STC 350, CPR 582, COS 343 or COS 545. Please see department chair for other approved course substitutions.
- (5) SoC students are required to complete a minimum of 36 credits (12 courses) at the 300 level.