

**Concord University**  
**Bachelor of Art -Advertising/Graphic Design**  
 Registrar's Office Official Document

2023-2024 Catalog

Name: \_\_\_\_\_

120 hours minimum for graduation with a 2.00 average overall  
 56 hours from a four-year institution

Course	Title	CR	GR	QP
Written and Oral Communications (9 credit hours) Select one course from BGEN 205 or COMM 101				
ENGL 101	Composition & Rhetoric I	3		
ENGL 102	Composition & Rhetoric II	3		
COMM 101 Or BGEN 205	Fundamentals of Speech Or Fundamentals Business Communication	3		
Literature and Humanities (6 credit hours) Select one (1) course from Literature and one (1) course from History and Philosophy. *May be repeated for 3 credit hours.				
	<b>ENGL</b> 203 or 204	3		
	<b>HIST</b> 101, 102, 203, 204, <b>PHIL</b> 101, 308, 316, or 361	3		
Fine Arts– (3 credit hours) Select one (1) course from the following:				
ART 101	<b>ART</b> 101, 103, 105, 106, 204, 205, 216, 303, 304, 308, <b>MUS</b> 101, *451, *453A, or <b>THEA</b> 102	3	See Major	
Social and Behavioral Sciences (9 credit hours) Select one (1) course from three different categories.				
	<b>Category 1 - Business and Professional Studies</b> BGEN 105, ECON 203, ECON 204, FIN 200, HSP 100 or SOWK 161	3		
	<b>Category 2 - Geography</b> GEOG 101 or 221	3		
	<b>Category 3 - Political Science</b> POSC 101, 104, or 202	3		
	<b>Category 4 - Psychology</b> PSY 101 or 200			
	<b>Category 5 - Sociology</b> SOC 101, 201, or 301			
Natural Sciences (7-8 credit hours) Select one (1) course from two different categories.				
	<b>Category 1-Biological Science</b> BIOL 101, 102, 121, or 122	4		
	<b>Category 2-Earth &amp; Space Science</b> GEOL 101, GEOL 140 or 150, GEOG 200, PHSC 104, or PHYS 105	3-4		
	<b>Category 3-Physical Science</b> CHEM 100, CHEM 101/111, PHSC 103, PHYS 101, or PHYS 201			
Mathematics (3 credit hours) Select one (1) Mathematics course numbered 100 or higher.				
		3		
Physical Wellness (2 credit hours) Select one or more courses listed below for a total of at least two hours.				
	<b>H ED</b> 120, 304, <b>P ED</b> 101M, 117 or 118	2-3		
Modern/Classical Language – (Optional 6 credit hours) Select two courses within the same Modern/Classical Language for substitution purposes.				
	May not substitute Modern Language for ENGL 101, ENGL 102, the 3 hour Mathematics requirement or the 4-hour lab science requirement.			

Art Core Program (2.5 GPA required)				
ART 101	Introduction to Visual Arts	3		
ART 103	Drawing I	3		
ART 104	Drawing II	3		
ART 105	Design I	3		
ART 106	Basic Computer Graphics	3		
ART 202	Design II	3		
ART 204 or ART 304	Painting I or Water-Color Painting	3		
ART 205	Ceramics I	3		
ART 216	Photography I	3		
ART 221	Art History I	3		
ART 307	Sculpture I	3		
ART 308	Printmaking I	3		
ART 331	Art History II	3		
ART 430	Seminar	1		
Advertising/Graphic Design (2.5 GPA required)				
ART 222	Basic Production Techniques	3		
ART 223	Typography	3		
ART 229	Basic Illustration Techniques	3		
ART 328	Graphic Techniques	3		
ART 329	Advanced Illustration	3		
ART 359	Studies in Computer Graphics	3		
ART 361	Web Design	3		
ART 402	Advanced Advertising Design	3		
ART 450	Advertising/Graphic Design Internship	1-6		
MKT 305	Principles of Marketing	3		
MKT 316	Advertising & Sales Promotion	3		

**RESIDENCE CREDIT:**

36 hours at Concord

16 of last 32 hours at Concord

Note: In some degree programs, this is prior to entering professional training.

9 hours in Major, Teaching Fields

**TOTAL MINIMUM CREDITS REQUIRED: 120**

**GENERAL EDUCATION CREDITS: 39-41**

**PROGRAM REQUIREMENTS: 68-73**

**ELECTIVE CREDITS: 6-13**