

**Last updated 01/28/08. The information in this guide is subject to change. The universities may require additional lower division courses beyond those listed or articulated. Please review a current catalog of the campus of your choice and consult with a counselor. The most recent articulation information is available at <http://www.assist.org/>.**

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In addition to the universities listed below, CSU East Bay and Fullerton offer a B.A. in Communication with an Advertising Concentration. Information can be found in the campus catalogs or at <http://www.assist.org/>.

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### **SAN DIEGO STATE UNIVERSITY**

#### **B.A. Liberal Arts and Sciences – *Based on the 2007-08 SDSU catalog and 2006-07 articulation* Communication major, Emphasis in Advertising**

The Advertising Emphasis is designated as an **impacted** program at SDSU. To be admitted to the upper division emphasis, students must meet the following criteria:

- Complete with a minimum GPA of 3.0 and letter grades of “C” or higher: MEDIA 4, ECON 1A, JOUR 2, POLS 1, and POL S 101 at SDSU (no equivalent at SRJC);
- Pass the Grammar, Spelling, and Punctuation (GSP) test by the third attempt;
- Complete a minimum of 60 transferable semester units;
- Earn a cumulative GPA of 3.0 or higher.

Successful completion of a third college semester in one foreign language is required for graduation.

**SDSU requires all lower division General Education and all lower division preparation for the major to be completed for admission to the university.**

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### **SAN JOSE STATE UNIVERSITY**

#### **B.S. in Advertising Journalism & Mass Communication Department**

Proficiency in spelling, grammar, and typing or word-processing is required of all students seeking majors in the Department of Journalism and Mass Communication. Students should complete lower division general education with certification prior to transfer.

#### **Preparation for the major and supporting courses, which may be taken at SRJC:**

- **Requirements in the major:** BMK 54; MEDIA 4
- **Approved elective in Journalism, Advertising, Public Relations, or Mass Communication**
- **Preparation for the Major and supporting courses:** ENGL 1B
- **Art elective:** any articulated art course other than studio and activity courses

**Management Track:** students must take MATH 15

**Creative Track:** students must take ENGL 4A or 4B or 4C

Note: A maximum of 15 community college semester units in the Advertising, Journalism, and Mass Communication fields are transferable to the major.

*Note: SJSU requires 2 semester units of PE in at least two different activities for graduation.*