



College of Liberal Arts & Social Sciences

B.S. Advertising & Brand Strategy

2023-2024 Texas Common Course Numbering System Transfer Guide

This four-year plan provides a model for on-time completion of this UNT program using as many TCCNS courses as possible. The four-year plan also shows the first point when no TCCNS options are available for this program. See the current [Undergraduate Catalog](#) for course prerequisites. Course availability at UNT is subject to change, and the plan shown below may change based on updates to UNT's course offerings.

FIRST YEAR FALL		FIRST YEAR SPRING	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
ENGL 1310 or TECM 1700	ENGL 1301	ENGL 1320 or TECM 2700	ENGL 1302 or 2311
PSCI 2305	GOVT 2305	PSCI 2306	GOVT 2306
ADVG 1000	N/A	MATH 1680	MATH 1342 or 1442
ADVG 1100	N/A	ADVG 2000	N/A
UNT Core: Core Option Course	See list of approved courses	ADVG 2100	N/A

SECOND YEAR FALL		SECOND YEAR SPRING	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
UNT Core: Language, Philosophy & Culture	See list of approved courses	UNT Core: Life & Physical Sciences	See list of approved courses
UNT Core: Life & Physical Sciences	See list of approved courses	UNT Core: Core Option Course	See list of approved courses
UNT Core: Creative Arts	See list of approved courses	MKTG 3651	N/A
UNT Core: Social & Behavioral Sciences	See list of approved courses	SOCI or ANTH Elective (Advanced)	N/A
UNT Core: American History	See list of approved courses	UNT Core: American History	See list of approved courses

THIRD YEAR FALL		THIRD YEAR SPRING	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
JOUR 4250	N/A	MGMT 4235	N/A
MDSE 3900	N/A	Professional Track Course	N/A
Professional Track Course	N/A	Professional Track Course	N/A
SOCI or ANTH Elective (Advanced)	N/A	Professional Track Course	N/A
Minor	Consult UNT advisor	Minor	Consult UNT advisor

FOURTH YEAR FALL		FOURTH YEAR SPRING	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
ADVG 4100	N/A	ADVG 4200	N/A
ADVG 4300	N/A	ADVG 4800 or 4815 or JOUR 4805	N/A
Elective	Consult UNT advisor	SOCI or ANTH Elective (Advanced)	N/A
Minor	Consult UNT advisor	Elective	Consult UNT advisor
Minor	Consult UNT advisor	Minor (Advanced)	N/A
		Minor (Advanced)	N/A



College of Liberal Arts & Social Sciences

B.S. Advertising & Brand Strategy

2023-2024 Texas Common Course Numbering System Transfer Guide

Courses Recommended for Transfer

The UNT Core requirements are shown with Texas Common Course Numbering System values only when UNT offers equivalent courses. There may be other courses in transfer that apply toward the specific degree requirement, but those listed are known to apply.

UNT Core: Communication

This requirement will be met by fulfilling the B.S. Advertising & Brand Strategy program requirements (see next column).

UNT Core: Mathematics

This requirement will be met by fulfilling the B.S. Advertising & Brand Strategy program requirements (see next column).

UNT Core: Life & Physical Sciences

For students **not** majoring in Science, Mathematics, or Engineering, completing two courses from the list below is recommended (Consult UNT advisor for more options).

- ANTH 2301
- ASTR 1403
- ASTR 1404
- BIOL 1308 or 1408
- BIOL 2306 or 2406
- GEOL 1401
- GEOL 1403
- PHYS 1403
- PHYS 1404
- PHYS 1410
- PHYS 1415

UNT Core: American History

Two courses from: HIST 1301, 1302, 2301

UNT Core: Government/Political Science

GOVT 2305 and 2306

UNT Core: Creative Arts

One course from: ARTS 1301 or 1304; DRAM 1310; MUSI 1306 or 1307; SPCH 2341

UNT Core: Language, Philosophy and Culture

One course from: ARTS 1303, ENGL 2321, 2326, 2331, 2332, 2333, 2341, or 2351; HIST 2321 or 2322; PHIL 1301, 1304, 2303, 2306

This requirement may be met by fulfilling the B.S. Advertising & Brand Strategy program requirements (see next column).

UNT Core: Social & Behavioral Sciences

One course chosen from: ANTH 2346 or 2351; COMM 1307; CRIJ 1301; ECON 2301 or 2302; GEOG 1303; PSYC 2301 or 2330; SOCI 1301; SOCW 2361; SPCH 1318; TECA 1354

UNT Core: Core Option Courses

Complete two courses from Core Option A OR one course from Core Option A AND one course from Core Option B.

Option A: ANTH 2301, 2346, or 2351; ARTS 1301, 1303 or 1304; ASTR 1403 or 1404; BIOL 1306 or 1406, 1307 or 1407, 1322, 1308 or 1408, 2301 or 2401, 2302 or 2402, 2306 or 2406; CHEM 1311 or 1411, 1312 or 1412; COMM 2300; CRIJ 1301; DRAM 1310; ECON 2301 or 2302; ENGL 1301, 1302, 2311, 2321, 2326, 2331, 2332, 2333, 2341, or 2351; GEOG 1303; GEOL 1401 or 1403; HECO 1322; HIST 1301, 1302, 2321, or 2322; MATH 1316, 1324, 1325, 1332, 1342 or 1442, 1350, 2312 or 2412, 2313 or 2413, 2314 or 2414; MUSI 1306 or 1307; PHIL 1301, 1304, 2303, or 2306; PHYS 1301 or 1401, 1302 or 1402, 1403, 1404, 1410, 1415, 2325 or 2425, or 2326 or 2426; PSYC 2301 or 2330; SOCI 1301; SOCW 2361; SPCH 1315, 1318 or 2341; TECA 1354

Option B: COMM 2302; SPCH 1311; TECA 1303

A portion of this requirement may be met by fulfilling the B.S. Advertising & Brand Strategy program requirements (see below).

Advertising & Brand Strategy: Major Requirements

The following requirements are prerequisites for all advanced advertising courses:

1. The journalism math requirement for all concentrations:
 - MATH 1342 or 1442

The MATH course above also fulfills the Mathematics core requirement.

2. Complete JOUR 4250 (at UNT only).
3. Complete the following with a grade of C or better:
 - ENGL 1301
 - ENGL 1302 or 2311

The ENGL courses listed above also fulfill the Communication core requirement.

4. Complete 9 hours of advanced level coursework in Sociology (SOCI) or Anthropology (ANTH).

Some advanced ANTH courses (offered at UNT only) can fulfill the Language, Philosophy & Culture or a portion of the Core Option Course core requirements. See the current [Undergraduate Catalog](#) for options.

Courses listed above do not include all courses required for the UNT B.S. Advertising & Brand Strategy major.

Advertising & Brand Strategy: Required Minor

Students must complete an 18-hour minor outside the advertising and brand communications (ADVG) coursework and must choose their minor in consultation with the Mayborn School of Journalism Advising office. Minors can be chosen that support student Professional Track coursework.



College of Liberal Arts & Social Sciences

B.S. Advertising & Brand Strategy

2023-2024 Texas Common Course Numbering System Transfer Guide

Advertising & Brand Strategy: Other Requirements

Students majoring in advertising and brand communications are required to maintain a 2.0 cumulative UNT GPA to enroll in advertising courses and have a 2.5 GPA in the major in order to graduate.

- a. Maintain a 2.0 cumulative UNT GPA.
- b. Attain a 2.5 GPA in all major courses upon graduation.
- c. No more than 12 semester hours of advertising credit will be accepted from a transfer student who is entering with fewer than 75 semester credit hours. For students transferring with 75 or more semester credit hours, a maximum of 18 transfer journalism hours will be accepted for credit toward the bachelor's degree.

Special Notes

Hours Required and General/College Requirements: A minimum of 120 semester hours, of which 42 must be advanced, and fulfillment of degree requirements for the Bachelor of Arts degree as specified in the general university requirements section of the UNT catalog and the Mayborn School of Journalism requirements.

UNT Core Curriculum/Transfer of Core Curriculum: UNT complies with the mandate of the Texas Legislature regarding [Core Requirements](#) for state-assisted institutions. Students who successfully complete the common core curriculum (in whole or in part) at a Texas state-assisted institution of higher education are eligible to transfer as "core complete" for those categories in the UNT University Core Curriculum.

Individual academic programs may require courses contained in parts of the University Core Curriculum. Students who wish to take courses that will fulfill both core and major/program requirements simultaneously should check with academic advisors for assistance in selecting core courses.

Choice of Catalog: Any student transferring directly from a Texas public community college to UNT shall have the same choice of catalog designating degree requirements as the student would have had if the dates of attendance at the university had been the same as the dates of attendance at the community college.

The Mayborn School of Journalism required curriculum and policies are located in the [undergraduate catalog](#) under the corresponding catalog year.

For additional program and contact information, visit the Mayborn School of Journalism Student Advising website at journalism.unt.edu/mayborn-undergraduate-advising.