



# Mayborn School of Journalism

## *B.S. Advertising & Brand Strategy*

### 2024-2025 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                                 |
| UNT Core: American History               | <a href="#">See list of approved courses</a> | UNT Core: American History             | <a href="#">See list of approved courses</a> |
| UNT Core: Creative Arts                  | <a href="#">See list of approved courses</a> | UNT Core: Social & Behavioral Sciences | <a href="#">See list of approved courses</a> |
| UNT Core: Language, Philosophy & Culture | <a href="#">See list of approved courses</a> | MATH 1680                              | MATH 1342                                    |
| ENGL 1310 or TECM 1700                   | ENGL 1301                                    | ENGL 1320 or TECM 2700                 | ENGL 1302 or 2311                            |
| PSCI 2305                                | GOVT 2305                                    | PSCI 2306                              | GOVT 2306                                    |

| Second Year Fall                   |  | Second Year Spring                 |  |
|------------------------------------|--|------------------------------------|--|
| UNT Requirement                    | TCCNS Option                                 | UNT Requirement                    | TCCNS Option                                 |
| UNT Core: Life & Physical Sciences | <a href="#">See list of approved courses</a> | UNT Core: Life & Physical Sciences | <a href="#">See list of approved courses</a> |
| UNT Core: Core Option Course       | <a href="#">See list of approved courses</a> | UNT Core: Core Option Course       | <a href="#">See list of approved courses</a> |
| ADVG 1000                          | N/A  | ADVG 2000                          | N/A  |
| ADVG 1100                          | N/A  | ADVG 2100                          | N/A  |
| Minor Course                       | Consult UNT advisor                          | Minor Course                       | Consult UNT advisor                          |

| Third Year Fall                    |                     | Third Year Spring                  |                     |
|------------------------------------|---------------------|------------------------------------|---------------------|
| UNT Requirement                    | TCCNS Option        | UNT Requirement                    | TCCNS Option        |
| JOUR 4250                          | N/A                 | MDSE 3900                          | N/A                 |
| MKTG 3651                          | N/A                 | MGMT 4235                          | N/A                 |
| Advanced Professional Track Course | N/A                 | Advanced Professional Track Course | N/A                 |
| Professional Track Course          | N/A                 | Advanced Professional Track Course | N/A                 |
| Minor Course                       | Consult UNT advisor | Minor Course                       | 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 or 4400              | N/A                 | ADVG 4800 or 4815 or JOUR 4805 | N/A                 |
| Advanced SOCI or ANTH Elective | N/A                 | Advanced SOCI or ANTH Elective | N/A                 |
| Advanced Minor Course          | N/A                 | Advanced SOCI or ANTH Elective | N/A                 |
| Elective                       | Consult UNT advisor | Advanced Minor Course          | N/A                 |
|                                |                     | Elective                       | Consult UNT advisor |



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#### 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 major requirements.

##### UNT Core: Mathematics

This requirement will be met by fulfilling the B.S. Advertising & Brand Strategy major requirements.

##### UNT Core: Life and 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** 2401 or 2301/2101
- **ASTR** 1403 or 1303/1103
- **ASTR** 1404 or 1304/1104
- **BIOL** 1408 or 1308/1108
- **BIOL** 2406 or 2306/2106
- **GEOL** 1401 or 1301/1101
- **GEOL** 1403 or 1303/1103
- **PHYS** 1403
- **PHYS** 1404
- **PHYS** 1410
- **PHYS** 1415

##### UNT Core: American History

Two courses chosen from: **HIST** 1301, 1302, 2301

##### UNT Core: Government/Political Science

**GOVT** 2305 and 2306

##### UNT Core: Creative Arts

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

##### UNT Core: Language, Philosophy and Culture

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

##### UNT Core: Social and Behavioral Sciences

One course chosen from: **ANTH** 2346, 2351; **BUSI** 1307; **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** 2401 or 2301/2101, 2346, or 2351; **ARTS** 1301, 1303 or 1304; **ASTR** 1403 or 1303/1103, or 1404 or 1304/1104; **BIOL** 1306 or 1406, 1307 or 1407, 1322, 1408 or 1308/1108, 2401 or 2301/2101, 2402 or 2302/2102, 2406 or 2306/2106; **BUSI** 1307 or 2305; **CHEM** 1411 or 1311/1111, 1412 or 1312/1112; **COMM** 1307 or 2300; **CRIJ** 1301; **DRAM** 1310; **ECON** 2301 or 2302; **ENGL** 1301, 1302, 2311, 2321, 2326, 2331, 2341, or 2351; **GEOG** 1303; **GEOL** 1401 or 1301/1101, or 1403 or 1303/1103; **HECO** 1322; **HIST** 1301, 1302, 2301, 2321, or 2322; **MATH** 1324, 1325, 1332, 1342, 2312 or 2412, 2313 or 2413, 2314 or 2414; **MUSI** 1306 or 1307; **PHIL** 1301, 1304, 2303, or 2306; **PHYS** 1401 or 1301/1101, 1402 or 1302/1102, 1403, 1404, 1410, 1415, 2425 or 2325/2125, or 2426 or 2326/2126; **PSYC** 2301 or 2330; **SOCI** 1301; **SOCW** 2361; **SPCH** 1315, 1318 or 2341; **TECA** 1354

**Option B:** **COMM** 2302; **SPCH** 1311; **TECA** 1303

##### Advertising & Brand Strategy: Major Requirements

TCCNS options:

- **ENGL** 1301 (also fulfills a portion of the Communication core requirement)
- **ENGL** 1302 or 2311 (also fulfills a portion of the Communication core requirement)
- **MATH** 1342 (also fulfills the Mathematics core requirement)

Several 3000-level **ANTH** courses (all at UNT only) are options for the 9 hours of advanced level coursework in Sociology (SOCI) or Anthropology (ANTH) and can be used to fulfill the Language, Philosophy & Culture and/or a portion of the Core Option Courses core requirements. See the University Core Curriculum in the [undergraduate catalog](#) for specific options.

*Courses listed above are TCCNS options and do not include all courses required for the B.S. Advertising & Brand Strategy major.*

##### Advertising & Brand Strategy: Additional 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.

- Maintain a 2.0 cumulative UNT GPA.
- Attain a 2.5 GPA in all major courses upon graduation.
- 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.

##### 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.



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#### 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 Science 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 Advising website at <https://journalism.unt.edu/your-story/mayborn-undergraduate-advising>.