

COURSE REQUIREMENTS

Complete at VCCS					Complete at Radford University		
BACHELOR'S DEGREE REQUIREMENT	SATISFIED BY				BACHELOR'S DEGREE REQUIREMENT		
Course	Credits	Gen ED*	CC Course	Notes	Course	Credits	Notes
UNIV 100 (Elective)	1-2		SDV 100 College Success Skills or 101 Orientation		COMS 173 (Introduction to Advertising)	3	
ENGL 111 (Foundational Writing Course)	3	PUA	ENG 111 College Comp I		COMS 223 (Advertising Copywriting)	3	Prereq-COMS 173
ENGL 112 (Writing Intensive Course)	3	UA	ENG 112 College Comp II		COMS 226 (Digital Imaging)	3	
General Education	3	PUA	Any UCGS Art or Humanities	These two courses must come from two different disciplines.	COMS 330 (Communication Theory)	3	COMS 130 prereq Core Communication Course Must Pass with a C or Better
General Education	3	UA	Any UCGS Art, Humanities, or Literature		COMS 373 (Advertising Media Planning)	3	Prereq-COMS 130
General Education	3	PUA	Any UCGS Social & Behavioral Science (not History)		COMS 473 (Advertising Production)	3	Prereqs-COMS 130, COMS 330
General Education	3	PUA	Any UCGS History		COMS 483 (Applied Strategic Communication Campaigns)	3	Prereqs-COMS 130, COMS 173, COMS 231
General Education	4	PUA	Any UCGS Natural Sciences		COMS 499	1-6	Internship
MATH 100	3	PUA	MTH 154		Required Communication Electives	9	Choose three of the following: COMS 314, 413, 415, 416, 433, 439, 457, 459, 465
COMS 114 (Public Speaking)	3	UA	CST 100 or CST 105		Additional coursework to reach 120	18-23	
General Education	3-4	UA	Any UCGS transfer course				

COMS 130 (Introduction to Communication)	3		CST 114 Survey of Mass Media				
COMS 231 (Research Methods)	3		CST 201 Intro to Communication Theory and Research				
COMS 225 (Intro to PR)	3		CST 221 Public Relations	COMS 225 is not required for the Advertising Concentration, but it is recommended.			
COMS 250 (Interpersonal Communication)	3		CST 126 Interpersonal Communication	CST 126 is required and transfers in as COMS 250			
UCGS Electives	15-17		If students have completed all requirements, they can choose to take courses from previous rows of concentration courses or additional transfer electives.				
UCGS Electives			Additional transfer electives, if needed to meet 60 credits				
CREDITS PRE-TRANSFER: 60-62					CREDITS POST-TRANSFER: 60		
* A = Completion of the Associate Degree satisfies this General Education Requirement. U = This course satisfies a Uniform Certificate of General Studies requirement. P = This course satisfies a Passport requirement.							

TRANSFER GUIDANCE

Guaranteed Admission Agreement

By meeting the following criteria, students who complete the prescribed curriculum and meet the criteria are guaranteed admission into Radford University.

- Earn a transfer associate degree
- Earn a minimum of 2.8 GPA for the associate degree
- Good academic standing at current institution

IMPORTANT LINKS & DATES:

- **University Transfer Center:** <https://admissions.radford.edu>
- **Admission Application:** By March 1 for priority fall admission and November 1 for priority spring admission at <https://radford-info.org/transfer/>
- **Financial Aid:** <https://www.radford.edu/fin-aid>
- **FAFSA - Free Application for Federal Student Aid:** <https://studentaid.gov>

WHAT SHOULD I CONSIDER WHEN SELECTING COURSES?

- Create a schedule for all required courses, pay attention to prerequisites and when courses are offered, complete your first math and English courses in your first year. For help, see Transfer Steps and Resource Center at www.TransferVirginia.org
- Connect with an advisor at your community college and Radford University within your first year. College Connect available in your account at www.TransferVirginia.org

IS THIS DEGREE RIGHT FOR ME?

- Advertising is a concentration in the Media Studies major. The Media Studies major is designed for students with an interest in media or other related mass communication fields.
- The Advertising concentration recognizes that there is a vital and symbiotic relationship between advertising and the media. The focus of this concentration is on the creative use of media for the purpose of advertising.

WHAT IS THE IMPACT ON MY DEGREE OF WORK I HAVE ALREADY COMPLETED?

- **Associate Transfer Degree Completion:** The completion of the transfer-oriented degree program will satisfy the REAL Curriculum (lower division/general education) requirements. Students will need to complete all other University, college, and departmental requirements in order to obtain the baccalaureate degree from RU.
- **Dual Enrollment – Completion of Associate Degree in HS:** Students completing the associate degree in high school should apply using the freshman application. If admitted, the student will receive the benefits associated with the transferable associate degree (as noted prior).
- **Credit for Prior Learning:** AP, IB, and CLEP are evaluated for credits (based on receipt and evaluation of official scores).

- **Catalog Year:** Students will be subject to the catalog in effect at the time of enrollment at RU unless otherwise requested.

IS THIS COLLEGE RIGHT FOR ME?

- Located in the city of Radford, Radford University's campus community is well-known for strong faculty/student bonds, vibrant student life and a commitment to student support
- Situated in the stunning landscape of southwest Virginia, there are plenty of nearby opportunities to explore the outdoors
- With 70+ bachelor's degree programs across a variety of disciplines, the classes at Radford are hands-on in state-of-the-art facilities and designed to help you prepare for your chosen career path.
- Transfer students have the option of choosing to live on-campus or off-campus within the local area.
- Over 80% of students receive some form of financial aid.
- 16 Division 1 teams and 300+ student organizations
- Learn more about our college at <https://www.transfervirginia.org/w>

DID YOU KNOW THAT...

- Completing your Associate transfer degree post-high school satisfies all lower division general education requirements and increases the chance of completing your bachelor's degree?
- Exceeding 3 years or 90 credits at your community college means you may have exhausted your financial aid at that college and have limited your future financial aid at Radford University?

WHAT CAN I DO WITH THIS DEGREE?

Explore possible careers, salaries, and job outlook at www.TransferVirginia.org

PROGRAM SUCCESSES & HIGHLIGHTS

- Real-world class experiences, internship opportunities, and faculty who care about you provide the foundation for success after graduation.
- Students have access to state-of-the-art facilities like research technology labs, podcasting studio, and television studio.

WHAT ARE MY CHANCES FOR GETTING ACCEPTED?

- Of students who apply, usually about 65% of transfer applications are accepted to RU and about 80% of the entering transfer class comes from the Virginia Community College System.
- Learn more about applying at www.TransferVirginia.org

DO MORE WITH YOUR DEGREE!

- This program leads to graduate programs including our Master of Science in Strategic Communication.

OTHER THAN CLASSES, ARE THERE OTHER PROGRAM REQUIREMENTS?

- All Students must complete 120 total credit hours and all of the BS/major requirements.