

**USING THIS GUIDE:**

This guide has been published to assist students in preparing for transfer from St. Louis Community College to Webster University for a *Bachelor of Arts degree in Advertising and Marketing Communications*. This should not be used in place of individual academic advising. Students are strongly encouraged to meet with a Webster University transfer admissions counselor early in their academic career to ensure a smooth transfer experience.

ABOUT ADVERTISING & MARKETING COMMUNICATIONS MAJOR AT WEBSTER:

Students in the award-winning Advertising and Marketing Communications major gain hands-on experience as they prepare to enter one of today's fastest growing and rapidly evolving industries. Building on a strong academic base in the liberal arts, students are challenged to think strategically and creatively to solve client problems using a full spectrum of promotional tools. From traditional print and television advertising, to social media, mobile applications and emerging technologies, students learn to develop fully-integrated campaigns that will achieve a company or organization's promotional objectives.

WEBSTER ADMISSION REQUIREMENTS:

When considering an application, Webster looks for evidence of potential for academic success. A cumulative GPA on all college level coursework of at least 2.5 on a 4.0 scale is preferred; however, each applicant is given individual consideration. If you have circumstances which might affect your admission this may be discussed confidentially with a member of the admissions staff. The University operates on rolling admission, and application files are reviewed by an admissions counselor as soon as all requested credentials have been received.

Each transfer applicant must submit:

- A completed [Application for Admission](#)
- \$35.00 non-refundable application fee
- An official transcript from St. Louis Community College, and an official transcript from all other postsecondary institutions previously attended

All official transcripts should be sent to:
Webster University Office of Admission
470 East Lockwood Avenue
St. Louis, MO 63119

IMPORTANT TRANSFER NOTES:

- Webster University has a minimum residency requirement that 30 of the student's last 36 credits must be taken at Webster University. All students must have a minimum of 128 credit hours to graduate.
- Courses completed with a grade below a C- do not count toward fulfilling the specific course requirements of the major or general education/Global Citizenship Program.
- Transfer students who have taken introductory coursework in the major should not expect to complete their degree in fewer than four semesters due to sequential nature of courses.
- Most students who major in the School of Communications must complete a portfolio review as a requirement for graduation. This portfolio review or its equivalent is the pre-requisite for an Internship or Senior Overview. While the majority of work students will exhibit for this review should come from assignments in their courses at Webster University, students may also include exceptional work they have completed at other institutions and

therefore the departments suggest incoming transfer students save any such work they deem appropriate for the portfolio review. Any questions about the portfolio review process should be directed to their academic advisor.

- Webster University provides full transfer of coursework successfully completed as part of an associate degree awarded by a regionally accredited institution. While students with associate’s degrees typically transfer 60-66 credit hours, Webster will transfer in all coursework that is part of the completed associate degree. Transfer of additional lower-division credit beyond the associate’s degree is restricted. All transfer credit is capped at 98 credit hours.
- All transfer coursework must be college-level (1000-level or above) with a passing grade. A grade of D or higher is considered passing, but a D will have severe transfer restrictions. Pass/Fail courses will count for transfer credit if the student received a Pass. For repeated courses only the second grade will be counted. Incomplete grades are not accepted in transfer. Formal evaluation of transfer credit is conducted by the Office of the Registrar upon admission to the University.

MISSOURI REVERSE TRANSFER:

Webster University is participating in the [Missouri Reverse Transfer](#) statewide initiative to help more Missourians earn associate degrees. Webster has partnered with each community college in the state to help students apply Webster University credit back to the community college to earn the associate degree, if they transferred prior to earning the degree. Please speak with your transfer admissions counselor or academic advisor for more information.

WEBSTER DEGREE REQUIREMENTS:

A minimum of **128** credit hours consisting of the following:

- Applicable University Global Citizenship Program hours
- 54 Required credit hours for the Major
- Electives

GENERAL EDUCATION/GLOBAL CITIZENSHIP PROGRAM:

Webster University requires all baccalaureate students to complete a general education program. The University has implemented a new set of general education requirements. The Global Citizenship Program (GCP) is a set of undergraduate degree requirements and a general education program developed by Webster University faculty to help prepare students to confront global problems and 21st century challenges.

Students who complete an Associate of Arts (AA) degree or the CBHE-approved block of general education before transferring to Webster University will have satisfied the general education requirements and FRSH 1200 First Year Seminar requirement of the GCP. All students are required to take the Global Keystone Seminar at Webster.

Students completing other associate degrees will have previous credits reviewed on a course-by-course basis for applicability to the GCP. See *GCP Transfer Guide developed for St. Louis Community College*.

REQUIRED COURSES:

Webster University Course	STLCC Course Equivalent
MEDC 1010 Introduction to Mass Communications (3)	MCM 101 Introduction to Mass Communications
MEDC 1050 Introduction to Media Writing (3)	MCM 217 Publications Writing
ADVT 1940 Introduction to Marketing Communication (3)	<i>No Equivalent</i>
PBRL 1010 Fundamentals of Strategic Communications and Public Relations (3)	MCM 211 Applied Public Relations
ADVT 2350 Introduction to Visual Communication for Advertising and Public Relations (3)	<i>No Equivalent</i>
MEDC 2200 Ethics in the Media (3)	<i>No Equivalent</i>
ADVT 2550 Creative Strategies for Advertising (3)	<i>No Equivalent</i>
ADVT 2910 Writing for Advertising (3)	<i>No Equivalent</i>

ADVT 3500 Visual Communication for Advertising and Public Relations (3)	<i>No Equivalent</i>
MNGT 3500 Marketing (3)	MKT 203 Principles of Marketing
MNGT 3510 Advertising (3)	MCM 140 Introduction to Advertising
ADVT 4040 Advertising Production (Print, Television, Radio, or Internet) (3)	<i>No Equivalent</i>
MEDC 4100 The Law and the Media (3)	<i>No Equivalent</i>
ADVT 4190 Advertising Research (3)	<i>No Equivalent</i>
ADVT 4910 Advertising Campaign Production (3-6)	<i>No Equivalent</i>
MEDC 4950 Internship <i>or</i>	<i>No Equivalent</i>
ADVT 4620 Senior Overview (3)	<i>No Equivalent</i>

MINIMUM OF 6 CREDIT HOURS FROM THE FOLLOWING:

Webster University Course	STLCC Course Equivalent
PBRL 2920 Writing for Public Relations (3)	<i>No Equivalent</i>
COAP 3010 Advanced Applications Topics: Advanced Desktop Publishing (3)	<i>No Equivalent</i>
ADVT 3150 Topics: Advertising (1-3)	<i>No Equivalent</i>
PHOT 3190 Digital Photographic Imaging (3)	ART 275 Photo Imaging I: Photoshop
ART 3050 Topics in Studio Art (1-3)	<i>No Equivalent</i>
ADVT 3910 International Advertising (3)	<i>No Equivalent</i>
PBRL 4050 Special Events (3)	<i>No Equivalent</i>
ADVT 4200 Media Planning, Buying and Selling (3)	<i>No Equivalent</i>
ADVT 4700 Professional Development in Advertising and Marketing Communications (3)	<i>No Equivalent</i>
PBRL 4250 Media Relations (3)	<i>No Equivalent</i>
PBRL 4920 Public Relations Campaign (3)	<i>No Equivalent</i>

ELECTIVES:

Elective hours can consist of any college-level courses that are not already being applied to the major or general education requirements of the degree. Many students may choose to obtain a minor out of the required elective hours. Please note that all coursework applied to a minor must be completed at Webster University, with a grade of C- or better.

Webster University reserves the right to correct errors in these listings or to make revisions in degree requirements or course equivalencies without prior notice.