**Curriculum Plan: ADVERTISING majors**

### REQUIRED MAJOR COURSES
- 3 hr ADV 150 Introduction to Advertising
- 3 hr ADV 281 Research Methods
- 3 hr ADV 283 Content, Contact, Connection
- 3 hr ADV 284 Consumer Insight
- 3 hr ADV 390 Content Creation
- 3 hr ADV 480 Innovation in Advertising
- 3 hr ADV 483 Audience Analysis
- 3 hr ADV 498 The Sandage Project

**College of Media Electives (20-28 hrs) including:**
- 2 ADV courses (each 3+ hours) numbered 300 or above that are not crosslisted with other departments.
  1. __________
  2. __________

### OTHER REQUIRED COURSES
- Statistics course, 3 hrs. (Choose from: STAT 100, ECON 202, EPSY 280, MATH 161, PSYC 235, SOC 280 or SOCW 225)
- ECON 102 and 103, 6 hrs.
  - Micro- and Macroeconomics
- BADM 320, 3 hrs.
- Principles of Marketing
- PSYC 100, SOC 100, ANTH 103

### ADVANCED HOURS REQUIREMENT
- At least 20 hours in courses outside the College numbered 200 or above.
- At least 9 of the 20 hours must be in courses numbered 300 or above.

### GENERAL EDUCATION REQUIREMENTS

**Composition 1**

**Advanced Composition**

**Quantitative Reasoning 1 (Statistics required)**

**Quantitative Reasoning 1 or 2**

**Cultural Studies (3 hours)**

**Cultural Studies (3 hours)**
  - (Western/Comparative)

**Humanities/Arts (6 hours)**
  1. __________
  2. __________

**Social/Behavioral Sciences (6 hours)**
  - (ECON 102 and 103 required)
  1. __________
  2. __________

**Natural Science/Technology (6 hours)**
  1. __________
  2. __________

**Language — (3rd level)**

### GRADUATION REQUIREMENTS

- 72 elective hours outside the College of Media __________
- 124 total hours required for graduation __________

### MY FOUR-YEAR PLAN

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**Important URLs on reverse.**

(Revised May 2016 for Fall 16 POS)