Curriculum Plan: ADVERTISING Freshmen majors (FA 18)

REQUIRED MAJOR COURSES

Freshman year
- 3 hr ADV 150 Introduction to Advertising
- 3 hr ADV 281+ Advertising Research Methods

Sophomore year
- 3 hr ADV 283+ Advertising & Brand Strategy
- 3 hr ADV 284+ Consumer Insight

Junior Year
- 3 hr ADV 390+ Content Creation
- 3 hr ADV 460+ Innovation in Advertising
- 3 hr ADV 483+ Audience Analysis

Senior Year
- 3 hr ADV 498+ The Sandage Project

*See course schedule for all pre-requisite information

GENERAL EDUCATION REQUIREMENTS

Composition I

Advanced Composition

Quantitative Reasoning 1
  STAT 100 (or equivalent; required)

Quantitative Reasoning 1 or 2

Cultural Studies (9 hrs)
  Western/Comparative

Nonwestern

U.S. Minority

Humanities/Arts (6 hrs)
  1
  2

MDIA 100 (1 hr)

OTHER REQUIRED COURSEWORK:

- STAT 100 Statistics (or campus equivalent*)
- ECON 102 Microeconomics
- ECON 103 Macroeconomics
- BADM 320 Principles of Marketing
- Two of the following:
  - PSYC 100, SOC 100, ANTH 103

*Includes ECON 202, PSYC 235, SOC 280, or SOCW 225

ADVANCED HOURS REQUIREMENT

At least 20 hours in courses outside the College of Media numbered 200 or above

At least 9 of the 20 hours must be in courses numbered 300 or above

ADDITIONAL REQUIREMENTS

GRADUATION REQUIREMENTS

72 elective hours outside College of Media
  Including:
    - 11 hours at the 200+ level
    - 9 hours at the 300+ level
  124 total hours required for graduation

My Four-Year Plan

SEMMESTER:  
CREDIT HRS.  COURSE

College of Media electives (20-28 hrs):
Includes any course not taken above and/or coursework in ADV, JOUR, MACS and MDIA courses.
  Requires completion of at least 2 ADV courses (each 3 hrs+) numbered 300 or above, not crosslisted with other departments

1
2

MDIA 100 (1 hr)

SEMMESTER:  
CREDIT HRS.  COURSE

NON-PRIMARY LANGUAGE (3rd level)

SEMMESTER:  
CREDIT HRS.  COURSE

ADVANCED HOURS REQUIREMENT

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At least 9 of the 20 hours must be in courses numbered 300 or above

SEMMESTER:  
CREDIT HRS.  COURSE

GRADUATION REQUIREMENTS

72 elective hours outside College of Media
  Including:
    - 11 hours at the 200+ level
    - 9 hours at the 300+ level
  124 total hours required for graduation

SEMMESTER:  
CREDIT HRS.  COURSE