

**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

**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)
- \_\_\_\_\_
- \_\_\_\_\_

**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

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

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**GENERAL EDUCATION REQUIREMENTS**

**Composition 1**

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**Advanced Composition**

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**Quantitative Reasoning 1**

STAT 100 (or equivalent; required)

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**Quantitative Reasoning 1 or 2**

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**Cultural Studies (9 hrs)**

Western/Comparative

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Nonwestern

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U.S. Minority

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**Humanities/Arts (6 hrs)**

1

2

**Social/Behavioral Sciences (6 hrs)**

1 ECON 102 (required) 3 SOC 100 (required)

2 ECON 103 (required) 4 PSYC 100 (required)

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**Natural Science/Technology (6 hrs)**

1

2

**Non-primary Language (3rd level)**

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**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**

**SEMESTER:**

Credit Hrs. Course

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**SEMESTER:**

Credit Hrs. Course

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**SEMESTER:**

Credit Hrs. Course

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**SEMESTER:**

Credit Hrs. Course

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**SEMESTER:**

Credit Hrs. Course

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**SEMESTER:**

Credit Hrs. Course

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**SEMESTER:**

Credit Hrs. Course

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**SEMESTER:**

Credit Hrs. Course

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