

REQUIRED MAJOR COURSES

- 3 hr ADV 150 Introduction to Advertising
- 3 hr ADV 281+ Advertising Research Methods
- 3 hr ADV 283+ Advertising & Brand Strategy
- 3 hr ADV 284+ Consumer Insight
- 3 hr ADV 390+ Content Creation
- 3 hr ADV 460+ Innovation in Advertising
- 3 hr ADV 483+ Audience Analysis
- 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 199 (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

GENERAL EDUCATION REQUIREMENTS

Composition 1

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 _____

Social/Behavioral Sciences (6 hrs)
1 ECON 102 (required) 3 SOC 100 (required)
2 ECON 103 (required) 4 PSYC 100 (required)

Natural Science/Technology (6 hrs)
1 _____
2 _____

Non-primary Language (3rd level)

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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