

**Curriculum Plan: ADVERTISING majors**

Important URLs on reverse.

**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 460 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
- \_\_\_\_\_ Two of the following, 7-8 hrs.  
PSYC 100, SOC 100, ANTH 103

**ADVANCED HOURS REQUIREMENT**

At least 20 hours in courses outside the College 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** (Statistics required)

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**Quantitative Reasoning 1 or 2**

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

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**Cultural Studies** (3 hours)  
(Nonwestern/U.S. minority)

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**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**

Needed hours:

72 elective hours outside the College of Media \_\_\_\_\_

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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