



Curriculum Plan: ADVERTISING majors

Graduation rules and important URLs on reverse.

REQUIRED MAJOR COURSES

- 3 hr ADV 300 Introduction to Advertising
3 hr ADV 481 Advertising Research Methods

15 hours required from the following list:

- 3 hr ADV 450 Creative Strategy and Tactics
3 hr ADV 412 Advertising History
3 hr ADV 483 Audience Analysis
3 hr ADV 491 Advertising Management
3 hr ADV 493 Social & Cultural Context of Advertising
3 hr ADV 410 Consumer Communications and the Public
3 hr ADV 411 Classic Campaigns
3 hr ADV 494 Persuasion Consumer Response

College Electives: 15-23 total hours of ADV, CINE, JOUR, MS or MDIA electives.

OTHER REQUIRED COURSES

- STAT 100 Statistics, 3 hrs., -OR- ECON 202
EPSY 280
MATH 161
PSYC 235
SOC 280
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

Not less than 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, 2

Cultural Studies (Western/Comparative)

Cultural Studies (Nonwestern/U.S. minority)

Humanities/Arts

Social/Behavioral Sciences

Natural Science/Technology

Language — EQUIVALENCY MET?

MY FOUR-YEAR PLAN

SEMESTER

Credit Hrs. Course

SEMESTER

Credit Hrs. Course

SEMESTER

Credit Hrs. Course

SEMESTER

Credit Hrs. Course

SEMESTER

Credit Hrs. Course

SEMESTER

Credit Hrs. Course

SEMESTER

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SEMESTER

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