Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: | UNDG 2017-2018 ▼ |

ADVERTISING BA 2017

45 CREDITS ARE REQUIRED to complete this Advertising major.

Advertising Core

Advertising Core 24cr		Courses:	8/8
Course	Title	Credits	Grade
54-1600	**Introduction to Advertising**	**3**	**C**
54-1601	**Consumer Behavior**	**3**	**C**
54-1700	**Intro to Public Relations**	**3**	**C**
54-2601	**Advertising Workshop**	**3**	**C**
54-2606	**Advertising Copywriting I**	**3**	**C**
54-2607	**Interactive Advertising**	**3**	**C**
54-3607	**360 Experiential Campaigns**	**3**	**C**
54-3810	**Brand Strategy**	**3**	**C**

Advertising Tracks

Select from either of the two following tracks: Strategy or Creative - and complete all three course requirements within that track:

Strategy Track 9cr		Courses:	3/3
Course	Title	Credits	Grade
54-2702	**Presentation Skills**	**3**	**C**
54-3504	**Account Exec & Brand Manager**	**3**	**C**
54-3102	**Media Planning**	**3**	**C**

Creative Track 9cr		Courses:	3/3
Course	Title	Credits	Grade
54-3603	**Copywriter/Art Director Team**	**3**	**C**
54-3604	**Portfolio Development**	**3**	**C**
54-3650	**Advertising Copywriting II**	**3**	**C**

Advertising Capstone

Adv. Capstone 3cr		Courses:	1/1
Course	Title	Credits	Grade

Choose three (3) credits from the following:

Course	Title	Credits	Grade
54-4605	**Campaign Practicum I**	3	C
54-4606	**Campaign Practicum II**	6	C
54-4978	**Agency**	3	C

Lower Electives

Lower Electives 3cr		Courses:	1/5
Course	Title	Credits	Grade
54-1200	**Introduction to Social Media & Digital Strategies**	3	C
54-2702	**Presentation Skills**	3	C
54-2015	**Media Ethics and Law**	3	C
54-2116	**Blogging: Beyond the Basics**	3	C
54-1672	**Topics in Advertising**	1	C
54-1800	**Sports Communication I**	3	C
53-2220	**Visual Communication**	3	C
54-2400	**Fashion Advertising**	3	C
54-2715	**Fashion Public Relations**	3	C
54-LELEC	**ADPR Lower Electives**	0	C

Upper Electives

Upper Electives 6cr		Courses:	2

Choose six (6) credits from the following:

Course	Title	Credits	Grade
54-3088	**Internship: Advertising**	1	C
54-3714	**Social Change Communications**	3	C
54-3102	**Media Planning**	3	C
54-3099	**Independent Project: PR & ADV.**	1	C
54-3670	**Semiotics for Creators of Popular Culture**	3	C

OR 1 of the following:

	54-3670HN Semiotics for Creators of Popular Culture: Honors	**3**	**C**
54-3504	**Account Exec & Brand Manager**	**3**	**C**
54-3603	**Copywriter/Art Director Team**	**3**	**C**
54-3600	**Retail Competition**	**3**	**C**
28-3505	**Marketing Yourself**	**3**	**C**
54-2606	**Advertising Copywriting I**	**3**	**C**
54-3902	**Advanced Media Planning**	**3**	**C**
54-3650	**Advertising Copywriting II**	**3**	**C**
54-3672	**Advanced Topics in Advertising**	**3**	**C**
54-4978	**Agency**	**3**	**C**
54-UELEC	**ADPR Upper Electives**	**0**	**C**

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