

Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2014-2015 ▼

Advertising BA 2014

A MINIMUM OF 48 CREDITS are needed to complete this Advertising major.

MAJOR CORE REQS - 21 cr

Courses: 7/7

Course	Title	Credits	Grade
29-1500	Introduction to Marketing	3	C
54-1600	Introduction to Advertising	3	C
54-1601	Consumer Behavior	3	C
54-1700	Intro to Public Relations	3	C
29-2500	Intro to Marketing Research	3	C
54-2900	Introduction to Media	3	C
29-3505	Marketing Yourself/Job-Seeking Strategies	3	C

ADVERTISING CORE - 15 cr

Courses: 5/5

Course	Title	Credits	Grade
54-1604	Interactive Advertising	3	C
54-1605	Advertising Copywriting I	3	C
54-2601	Advertising Workshop	3	C
54-3603	Copywriter/Art Director Team	3	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
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ADV. CAPSTONE - 3-6 cr

Courses: 1

54-3604	Creative Portfolio Development	3	C
54-3605	Campaign Practicum I	6	C
54-3606	Campaign Practicum II	6	C
54-3978	Agency	3	C

ADV. ELECTIVES - 9 cr

Courses: 3

54-1604	Interactive Advertising	3	C
54-1606	Design Principles for Copywriters	3	C

54-1672	Topics in Advertising	1	C
29-2510	Brands & Branding	3	C
54-1800	Intro to Sports Marketing	3	C
29-2550PR	Global Marketing: Prague	6	C
54-2602	Advertising Production I	3	C
54-2605	Advertising Copywriting II	3	C
54-2606	Interactive Advertising Campaign Development	3	C
54-2801	Sports PR & Marketing	3	C
54-2804	Advertising & Promo for Sports	3	C
54-2901	Selling and Buying Media	3	C
54-3088	Internship: Advertising	1	C
54-3099	Independent Project: PR & ADV.	1	C
29-3501	Marketing Case Workshop	3	C
29-3502	Developing a Marketing Plan	3	C
54-3504	Account Exec & Brand Manager	3	C
54-3701	Presentation Skills	3	C
29-3710L	Survey Entertainment Business (LA)	4	C
29-3711L	Entertainment Mkt. Communication	4	C
29-3712L	Ent. Mkt. Communication Workshop	4	C
54-3810	Applied Consumer Insights	3	C
54-4090	Events Management: Practicum	3	C
54-ELEC	Marketing Elective	0	C
28-2111	Entertainment Law	3	C

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