

Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2015-2016 ▼

Advertising BA 2015

A MINIMUM OF 45 CREDITS are needed to complete this Advertising major.

MAJOR CORE REQS - 15 cr

Courses: 5/5

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
54-3810	Account Planning	3	C
28-3505	Marketing Yourself	3	C

ADVERTISING CORE - 18 cr

Courses: 6/6

Course	Title	Credits	Grade
54-1604	Interactive Advertising	3	C
54-1605	Advertising Copywriting I	3	C
54-2601	Advertising Workshop	3	C
54-2900	Introduction to Media	3	C
54-3504	Account Exec & Brand Strategist	3	C

OR 1 of the following:

54-3603	Copywriter/Art Director Team	3	C
54-3604	Portfolio Development	3	C

ADV. CAPSTONE - 3-6 cr

Courses: 1

54-3605	Campaign Practicum I	6	C
54-3606	Campaign Practicum II	6	C

Students who choose a 3 (three)-credit Capstone Internship require project work and approval by the Chair:

54-3088	Internship: Advertising	1	C
54-3978	Agency	3	C

ADV. ELECTIVES - 9 cr

Courses: 3

54-1606	Design Principles for Copywriters	3	C
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54-1672	Topics in Advertising	1	C
54-1800	Sports Communication I	3	C
54-2015	Media Ethics and Law	3	C
54-2116	Blogging: Beyond the Basics	3	C
54-2602	Advertising Production I	3	C
54-2605	Advertising Copywriting II	3	C
54-2606	Interactive Advertising Campaign Development	3	C
54-2708	Social Change Communications	3	C
54-2712	Social Media and PR Strategies	3	C
54-2801	Sports Communication II	3	C
54-2804	Advertising & Promo for Sports	3	C
54-2901	Digital Media Planning	3	C
54-3088*****			C
54-3099	Independent Project: PR & ADV.	1	C
54-3504	Account Exec & Brand Strategist	3	C
OR 1 of the following:			
	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
54-3701	Presentation Skills	3	C
54-3978	Agency	3	C
54-4090	Events Management: Practicum	3	C
54-ELEC	Marketing Elective	0	C
28-2510	Brands and Branding	3	C
28-2550PR	Global Marketing: Prague	6	C
28-4710L	Entertainment and Media Analysis	4	C
28-4711L	Entertainment & Media Marketing	4	C
28-4712L	Entertainment & Media Marketing Communication: Practicum	4	C

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