

## Undergraduate Program Requirements

### Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2016-2017 ▼

#### ADVERTISING BA 2016

45 CREDITS ARE REQUIRED to complete this Advertising major.

##### ADVERTISING CORE 33cr

Courses: 11/11

Course	Title	Credits	Grade
<b>54-1600</b>	<b>Introduction to Advertising</b>	<b>3</b>	<b>C</b>
<b>54-1601</b>	<b>Consumer Behavior</b>	<b>3</b>	<b>C</b>
<b>54-1605</b>	<b>Advertising Copywriting I</b>	<b>3</b>	<b>C</b>
<b>54-1700</b>	<b>Intro to Public Relations</b>	<b>3</b>	<b>C</b>
<b>54-2601</b>	<b>Advertising Workshop</b>	<b>3</b>	<b>C</b>
<b>54-2607</b>	<b>Interactive Advertising</b>	<b>3</b>	<b>C</b>
<b>54-2900</b>	<b>Introduction to Media</b>	<b>3</b>	<b>C</b>
<b>54-3604</b>	<b>Portfolio Development</b>	<b>3</b>	<b>C</b>
<b>54-3607</b>	<b>360 Experiential Campaigns</b>	<b>3</b>	<b>C</b>
<b>54-3810</b>	<b>Account Planning</b>	<b>3</b>	<b>C</b>
<b>54-3504</b>	<b>Account Exec &amp; Brand Strategist</b>	<b>3</b>	<b>C</b>

OR 1 of the following:

<b>54-3603 Copywriter/Art Director Team</b>	<b>3</b>	<b>C</b>
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##### ADV. CAPSTONE 3cr

Courses: 1/1

Course	Title	Credits	Grade
<b>54-3605</b>	<b>Campaign Practicum I</b>	<b>3</b>	<b>C</b>
<b>54-3606</b>	<b>Campaign Practicum II</b>	<b>6</b>	<b>C</b>
<b>54-3978</b>	<b>Agency</b>	<b>3</b>	<b>C</b>

##### ADV. ELECTIVES 9cr

Courses: 3/5

Course	Title	Credits	Grade
<b>54-1200</b>	<b>Introduction to Social Media &amp; Digital Strategies</b>	<b>3</b>	<b>C</b>
<b>54-1672</b>	<b>Topics in Advertising</b>	<b>1</b>	<b>C</b>
<b>54-1800</b>	<b>Sports Communication I</b>	<b>3</b>	<b>C</b>
<b>54-2015</b>	<b>Media Ethics and Law</b>	<b>3</b>	<b>C</b>
<b>54-2116</b>	<b>Blogging: Beyond the Basics</b>	<b>3</b>	<b>C</b>

<b>54-2400</b>	<b>Fashion Advertising</b>	<b>3</b>	<b>C</b>
<b>54-2605</b>	<b>Advertising Copywriting II</b>	<b>3</b>	<b>C</b>
<b>54-2708</b>	<b>Social Change Communications</b>	<b>3</b>	<b>C</b>
<b>54-2712</b>	<b>Social Media and PR Strategies</b>	<b>3</b>	<b>C</b>
<b>54-2801</b>	<b>Sports Communication II</b>	<b>3</b>	<b>C</b>
<b>54-2901</b>	<b>Digital Media Planning</b>	<b>3</b>	<b>C</b>
<b>54-2906</b>	<b>Interactive Advertising Campaign Development</b>	<b>3</b>	<b>C</b>
<b>54-3088</b>	<b>Internship: Advertising</b>	<b>1</b>	<b>C</b>
<b>54-3099</b>	<b>Independent Project: PR &amp; ADV.</b>	<b>1</b>	<b>C</b>
<b>54-3504</b>	<b>Account Exec &amp; Brand Strategist</b>	<b>3</b>	<b>C</b>
<b>28-3505</b>	<b>Marketing Yourself</b>	<b>3</b>	<b>C</b>
<b>54-3600</b>	<b>Retail Ad Competition</b>	<b>3</b>	<b>C</b>
<b>54-3603</b>	<b>Copywriter/Art Director Team</b>	<b>3</b>	<b>C</b>
<b>54-3701</b>	<b>Presentation Skills</b>	<b>3</b>	<b>C</b>
<b>54-3978</b>	<b>Agency</b>	<b>3</b>	<b>C</b>
<b>54-ELEC</b>	<b>Marketing Elective</b>	<b>0</b>	<b>C</b>
<b>54-3670</b>	<b>Semiotics for Creators of Popular Culture</b>	<b>3</b>	<b>C</b>

OR 1 of the following:

<b>54-3670HN Semiotics for Creators of Popular Culture: Honors</b>	<b>3</b>	<b>C</b>
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