



School of Communications

## BA in Advertising and Marketing Sample 4-Year Course Sequence

Students should consult with their advisor to determine their plan of study.

Students must take 120 credit hours to graduate with an average of 15 credit hours per semester.

- ADVT 4190 Advertising Research is only offered in the Fall; ADVT 4910 Advertising Campaign is offered only in the Spring. These two courses must be taken in sequence.

Course	Year 1		Year 2		Year 3		Year 4		TOT
	FA	SP	FA	SP	FA	SP	FA	SP	
Major Coursework									
MDST 1010 Media Foundations	3								3
MDST 1050 Intro to Media Writing	3								3
MDST 2200 Media Ethics			3						3
MDST 3300 Media Law, Ethics & Policy						3			3
ADVT 1940 Intro to Marketing Comm		3							3
PBRL 1010 Fundamentals of PR		3							3
ADVT 2350 Intro to Visual Comm			3						3
ADVT 2550 Creative Strategies			3						3
ADVT 2910 Writing for Advertising					3				3
ADVT 3500 Visual Communications				3					3
MNGT 3510 Advertising					3				3
ADVT 4040 Advertising Production						3			3
ADVT 4190 Advertising Research							3		3
ADVT 4910 Advertising Campaign								3	3
MDST 4950 – Internship Or ADVT 4620 Senior Overview							(3)	(3)	3
In-Major Electives						3	3	3	9
Portfolio Review						(0)	(0)		0
Total Credits for Major									54
University Coursework									
FRSH 1200 – Freshman Seminar	3								3
GCP Courses	6	6	6	6					24
KEYS 4xxx – Keystone Course					3				3
General Electives (May be in Major)	0	3	0	6	6	6	6-9	6-9	36
Total Credits Per Semester/Degree	15	15	15	15	15	15	15	15	120