



Degree Plan

Master of Arts (MA) Advertising and Marketing Communications (ADVT) 36 hours

Student: _____
 Student ID: _____
 Email: _____
 Beginning Term: _____
 Goal to Graduate by: _____
 Academic Advisor: _____

Core courses (24 hours)

Course	Hrs	Term	Year	Pre-requisite
MEDC 5000 Media Communications (Requisite Course)*	3cr	--		
MEDC 5310 Media and Culture	3cr	--		MEDC 5000
ADVT 5100 Strategic Principles of Advertising and Marketing Communications	3cr	--		
MRKT 5000 Marketing	3cr	--		
ADVT 5321 Advertising Decision - Making	3cr	--		ADVT 5100
MEDC 5350 Media Organization and Regulations	3cr	--		MEDC 5000
MEDC 5460 Media Research	3cr	--		MEDC 5310 strongly recommended
MEDC 6000 Seminar in Media Communications	3cr	--		All other courses

***NOTE Requisite course must be completed before any other core course.**

Elective courses (12 hours)

	3cr	--		
	3cr	--		
	3cr	--		
	3cr	--		

Electives can be chosen from any graduate level School of Communication courses including course pre-fixes ADVT, AUDI, COMG, FTVP, INTM, MEDC, NPRO, PBRL, PHOT. Students must meet course pre-requisites. The following courses are also approved as electives: BUSN 5000, BUSN 5100, MRKT 5000, INTB 5000, MNGT 5000, HRMG 5000. Any other request requires departmental approval.



Degree Plan

Pathways

Actual schedules may vary based on start date and course availability

Full-Time Suggested Pathway

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MEDC 5000, if available. If not, take in next term.	Core course	Core course	Core course	Elective
MRKT 5000 or ADVT 5100	Core course	Core course	Elective	Elective

YEAR 2

Term 1	Term 1
Elective	MEDC 6000, if available. If not, please contact your advisor about requesting to take 6000 before last elective. Please note that this course must be taken alone.

Part-Time Suggested Pathway

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MEDC 5000 if available. If not, start with MRKT 5000 or ADVT 5100 and take MEDC 5000 when offered next.	Core course	Core course	Core course	Core course

YEAR 2

Term 1	Term 2	Term 3	Term 4	Term 5
Core course	Core course	Elective	Elective	Elective

YEAR 3

Term 1	Term 2
Elective	MEDC 6000, if available. If



Degree Plan

	not, please contact your advisor about requesting to take 6000 before last elective.
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