



School of Communications

BA in Advertising and Marketing Sample 4-Year Course Sequence/Study Abroad

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

Students must take 128 credit hours to graduate with an average of 16 credit hours per semester.

Depending on location, the student may be able to take major courses during their study abroad experience.

- ADVT 4040 Advertising Production is offered in 4 subject areas: Internet and Television in the fall, and Print and Radio in the spring.
- 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									
MEDC 1010 Intro to Mass Comm	3					S			3
MEDC 1050 Intro to Media Writing	3					T			3
MEDC 2200 Ethics in the Media			3			U			3
MEDC 4100 Law and the Media						D	3		3
ADVT 1940 Intro to Marketing Comm		3				Y			3
PBRL 1010 Fundamentals of PR		3							3
ADVT 2350 Intro to Visual Comm			3			A			3
ADVT 2550 Creative Strategies			3			B			3
ADVT 2910 Writing for Advertising					3	R			3
ADVT 3500 Visual Communications				3		O			3
MNGT 3500 Marketing				3		A			3
MNGT 3510 Advertising					3	D			3
ADVT 4040 Advertising Production					(3)			(3)	3
ADVT 4190 Advertising Research							3		3
ADVT 4910 Advertising Campaign								3	3
MEDC 4950 – Internship Or ADVT 4620 Senior Overview							(3)	(3)	3
In-Major Electives					3		3		6
Portfolio Review					(0)		(0)		0
Total Credits for Major									54
University Coursework									
FRSH 1200 – Freshman Seminar	3								3
GCP Courses	6	6	3	3		6			24
KEYS 4xxx – Keystone Course							3		3
General Electives (May be in major)	1	4	6	9	6-9	6	0-3	6	44
Total Credits Per Semester	16	16	18	18	18	12	15	15	128