# Advertising Degree Path: General Major

## Phase One

All courses in Phase One must be taken before Phase Two.

- **APR 221 (3)** Intro. to Advertising
- **APR 260 (1)** Software Applications I
- **MC 101 (3)** Intro. to Mass Communication
- **JCM 103 (1)** Mechanics of Media Writing

* Formerly known as JN 150.

## Phase Two

All courses in Phase Two must be taken before Phase Three.

- **APR 270 (3)** Strategic Thinking (AD)
- **APR 280 (3)** Investigation and Insights
- **APR 300 (3)** Basic Principles of Design

## Phase Three

All courses in Phase Three must be taken before Phase Four.

- **APR 422 (3)** Channel Planning
- **APR 423 (3)** W Management

## Phase Four

All courses in the AD major are prerequisites to APR 424.

- **APR 424 (3)** Advertising Campaigns

This experiential learning course affords students the opportunity to plan, execute and present a complete advertising campaign for a large regional, national or international client. Students, working in agency style teams, apply both theoretical and practical knowledge acquired in their previous coursework.

## Additional Requirements:

- **EC 110 (3)** Principles of Microeconomics
  - MATH 100 or higher is a prerequisite to EC 110. EC 110 must be taken before APR 424.

- **MC 401 (3)** Mass Media Law

- **MC 400-level (3)** Mass Comm Elective

* This degree path will take at least four semesters to complete.

* Not typically offered in the summer.

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* Also Required for this major (prerequisite: 61 credit hours):