ADVERTISING MAJOR: CREATIVE SPECIALIST PATH

35-39 CREDIT HOURS

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

**ALL COURSES IN PHASE ONE MUST BE TAKEN BEFORE PHASE TWO.**

**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

**PHASE TWO**

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

- **APR 270 (3)** Strategic Thinking (AD)
- **APR 300 (3)** Basic Principles of Design
- **APR 280 (3)** Investigation and Insights
- **APR 310 (3) W** Concepting

**PHASE THREE**

After **APR 310**, creative specialists will be identified as art directors or copywriters and take appropriate courses thereafter.

- **ART DIRECTORS**
  - **APR 410 (3)** Portfolio I
    - **NOTE:** APR 410, APR 323, and APR 301 are intended to be taken during the same semester.
  - **APR 411 (3)** Portfolio II
    - **NOTE:** APR 411 and APR 401 are intended to be taken together during the same semester.
  - **APR 401 (1)** Software Applications III
- **COPYWRITERS**
  - **APR 322 (3) W** Copywriting Seminar
  - **APR 325 (3)** Digital and Social Media
  - **APR 301 (1)** Software Applications II

**PHASE FOUR**

Note courses that are intended to be taken during the same semester.

**ART DIRECTORS**

- **APR 410 (3)** Portfolio I
- **APR 401 (1)** Software Applications III

**COPYWRITERS**

- **APR 322 (3) W** Copywriting Seminar
- **APR 325 (3)** Digital and Social Media

**PHASE FIVE**

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

- **APR 424 (3)** Advertising Campaigns
- **APR 380 (1)** Independent Study (OPTIONAL)

**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.
  - It is highly recommended that you complete EC 110 during Phase 3.

- **MC 401 (3)** Mass Media Law
  - Also required for this major (prerequisite: 61 credit hours):

**NOTE:**

- APR 410, APR 323, and APR 301 are intended to be taken during the same semester.
- APR 410 and APR 322 are intended to be taken during the same semester.
- APR 411 and APR 401 are intended to be taken together during the same semester.

Creative specialists who wish to continue developing their portfolio may opt to take a 1-hr. independent study course that meets with **APR 411** (with instructor permission and after Phase Four).

*Formerly known as JN 150.*

**NOTE:**

*APR 322 is not typically offered in the summer.*