**ADVERTISING MAJOR:**
**CONSUMER SPECIALIST PATH**
**32-35 CREDIT HOURS**
This major will take at least four semesters to complete.

**ALL COURSES IN A PHASE MUST BE COMPLETED BEFORE MOVING TO THE NEXT PHASE.**

### PHASE ONE

- **APR 221 (3)**
  - INTRODUCTION TO ADVERTISING

- **APR 260 (1)**
  - SOFTWARE APPLICATIONS I

- **MC 101 (3)**
  - INTRODUCTION TO MASS COMMUNICATION

- **JCM 103 (1)**
  - MECHANICS OF MEDIA WRITING

### PHASE TWO

- **APR 270 (3)**
  - STRATEGIC THINKING (AD)

- **APR 280 (3)**
  - INVESTIGATION AND INSIGHTS

- **APR 490 (3)**
  - PITCHING (or APR 320)

- **APR 325 (3)**
  - DIGITAL AND SOCIAL MEDIA

- **APR 300 (3)**
  - BASIC PRINCIPLES OF DESIGN

### PHASE THREE

- **APR 421 (3)**
  - ACCOUNT PLANNING

- **APR 422 (3)**
  - CHANNEL PLANNING

- **APR 423 (3) W**
  - A+PR MANAGEMENT

### PHASE FOUR

APR 424, an experiential learning course, affords students the opportunity to plan, execute and present a complete advertising campaign for a local, regional, national or international client. Students, working in teams, apply both theoretical and practical knowledge acquired in their previous coursework.

**APR COURSES BEYOND THIS POINT REQUIRE A MINIMUM OF 20 HOURS IN THE MAJOR.**

### ADDITIONAL REQUIREMENTS

- **EC 110 (3)**
  - PRINCIPLES OF MICROECONOMICS
  
  **NOTE:**
  * 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 prior to taking APR 422.

- **MC 401 (3)**
  - MASS MEDIA LAW
  
  **NOTE:**
  * Prerequisites: MC 101 and 61 hours

**ADMISSION TO CONSUMER SPECIALIZATION IS REQUIRED BY APPLICATION IN THE SPRING.**

**NOTE:**
- 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 prior to taking APR 422.
- EC 110 must be taken before APR 424.
- It is highly recommended that you complete EC 110 prior to taking APR 422.

**ADDITIONAL REQUIREMENTS**

- **APR 424 (3)**
  - ADVERTISING CAMPAIGNS
  * May not be offered during the summer