ADVERTISING MAJOR: CREATIVE SPECIALIST PATH
37-41 CREDIT HOURS
This major will take at least five 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 300 (3) BASIC PRINCIPLES OF DESIGN
- APR 310 (4) W CONCEPTING

**PHASE THREE**
After APR 310, creative specialists will be identified as art directors or copywriters and take appropriate courses thereafter. Art directors should take APR 410, APR 323 and APR 301 during the same semester. Copywriters should take APR 410 and APR 322 during the same semester.

**PHASE FOUR**
Art directors should take APR 411 and APR 401 during the same semester. Copywriters need only APR 411.

**PHASE FIVE**
Creative specialists who wish to continue developing their portfolio may opt to take a 3-hour APR 490 Portfolio III course that meets with APR 411 (with instructor permission and after Phase Four).

**ADDITIONAL REQUIREMENTS**
- MC 401 (3) MASS MEDIA LAW
  - NOTE: * Prerequisites: MC 101 and 61 hours
- APR 424 (3) ADVERTISING CAMPAIGNS
  - * May not be offered during the summer
- APR 490 (3) Portfolio III
  - (Optional)

**EC 110 (3) PRINCIPLES OF MICROECONOMICS**
- NOTE: * EC 110 must be taken before APR 424.
  - * It is highly recommended that you complete EC 110 prior to taking APR 422.

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