ADVERTISING MAJOR:
GENERALIST PATH
32 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 300 (3)** BASIC PRINCIPLES OF DESIGN

**Note:** APR courses beyond this point require a minimum of 20 hours in the major.

### PHASE THREE
- **APR 422 (3)** CHANNEL PLANNING
- **APR 423 (3) W** A+PR MANAGEMENT

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

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.

### 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 prior to taking APR 422.*
- **MC 401 (3)** MASS MEDIA LAW
  - *Prerequisites: MC 101 and 61 hours*
- **MC 400-level elective or APR 490 (3)**
  - *Prerequisites: MC 101 and 61 hours*