### Major Requirements (32 Hrs.) Minor Required

#### Advertising Core (18 Hrs)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 1010 Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ARTD 2010 Graphic Design Thinking</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 2640 Introduction to Interactive Advertising &amp; Social Media</td>
<td>3</td>
</tr>
<tr>
<td>ADV 3800 Advertising Copywriting &amp; Creative Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 4530 Advertising Sales and Media Promotion</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 4610 Audience Research and Targeting</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Interships & Capstone (5 Hrs)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 2990 On Campus Internship</td>
<td>1</td>
</tr>
<tr>
<td>ADV 3990 Professional Internship</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Concentration (9 Hrs)

Choose 9 Credit hours from one of the following concentrations listed below.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
</table>

**I. Creative/Production Concentration**

Choose 9 credit hours from the following:

- ADV 3999 Workshops in Advertising (1-3)
- ARTD 2020 Principles of Typography
- ARTD 4010 History of Graphic Design
- MDIA 2600 Writing for Electronic Media
- MDIA 2610 Television & Video Production*
- MDIA 2620 Audio Production*
- MDIA 2660 Media Content Production Systems
- MDIA 3640 Video Field Production, Editing & Online Distribution*
- MKT 4250 Creativity in Marketing
- VCT 1030 Introduction to Visual Communication Technology
- VCT 2080 Introduction to Print Media*
- VCT 3080 Fundamentals of Imaging Technology*
- VCT 3100 Advanced Print Media*

**II. Management/Research Concentration**

Choose 9 credit hours from the following:

- ADV 3999 Workshops in Advertising (1-3)
- JOUR 3410 Principles of Public Relations for Non-Majors
- MDIA 3610 Media and Strategic Communication
- MDIA 4640 Social Media Campaigns
- MKT 4080 Introduction to Promotion OR MKT 4100 Marketing Comm & Promotion
- MKT 4120 Advertising Management
- MKT 4200 Branding

### Additional Requirements (12 Hrs)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 3000 Principles of Marketing for Non-Business Majors</td>
<td>3</td>
</tr>
<tr>
<td>MKT 3020 Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3030 Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4180 Communication Ethics</td>
<td>3</td>
</tr>
</tbody>
</table>

*Note: Courses with the asterisk (*) have prerequisites. Please review the course descriptions for prerequisites through the Undergraduate Catalog.

Minor required. Please see the next page for the minor requirement.
For Graduation You Will Need:

1. 122 credit hours minimum.
   In Progress/Completed ________ Needed ________

2. Minimum GPA 2.00.
   Current GPA ____________

3. At least 30 credit hours of BGSU course work.
   In Progress/Completed ________ Needed ________

4. 40 credit hours at the 3000/4000 level.
   In Progress/Completed ________ Needed ________

5. Completion of all degree requirements, including the BG Perspective Core.
   In Progress/Completed ________ Needed ________

6. A major, and if required, a minor, specialization or emphasis.
   Declared with the College Office  ☐ Yes  ☐ No

Any substitution or waiver of courses required for your major or minor program must originate in the department/school offering the major or minor and must be approved by the College Office.

To ensure a timely graduation, see a College Advisor during the semester prior to your intended graduation.

Remember to complete an Application for Graduation by the end of the second week of classes during the fall semester or spring regular session, or by the end of the first week of the summer semester. For the specific dates, check your DARS. You may log onto MyBGSU to complete the online application. After the deadlines, you will need to complete an application in person in the College Office.