Advertising Major Student 4-Year Academic Plan

128 hours for graduation = 36 credits BGP + 15 credits A & S requirements (lab science + 4 multidisciplinary component courses) + 12 foreign language credits + 21 minor credits + 44 major credits

COMM1020 and ECON2000 are two BGP courses that also serve as pre-requisites for Advertising Major core courses.

Note: Students with adequate foreign language courses in high school will replace the foreign language classes with general elective or major elective classes. Some minors require less than 21 credits. Hence students can graduate with the minimum of 122 credits if they already have a foreign language; choose a minor with lower than 21 credits; or take one BGP Humanities or Social Sciences subject domain class that also fulfills either cultural diversity in the U.S. or international perspective requirements.

Study Plan Year 1

1st semester (15 credits)

ADV1010 Advertising Principles and Practices (3)
*COMM1020 Public Speaking (3) (Oral Communication BGP requirement & BGP Pre-requisite for the ADV major)
Foreign language 1 (3)
Quantitative Literacy (3)
Social Science BGP 1 (3)

2nd semester (18 credits)

GSW1120 (3)
Foreign language 2 (3)
A & S Lab Science (3)
ECON2000 (3) Social Science BGP 2 (BGP Pre-requisite for the ADV major)
Natural Science BGP 1 (3)
Cultural Diversity (3)

Year 2

3rd semester (15 credits)

ADV2640 Introduction to Interactive Advertising and Social Media (3)
COMM3030 Persuasion (3)
Natural Science BGP 2 (3)
Foreign language 3 (3)
Humanities BGP 1 (3)
4th semester (16 credits)
Foreign Language 4 (3)
ADV3800 Advertising Copywriting and Creative Strategy (3)
Minor Course 1 (3)
ARTD2010 Graphic Design Thinking (3)
ADV2990 On-campus internship (1)

Year 3
5th semester (15 credits)
Social Science BGP 2 (3)
MKT3000 Principles of Marketing (3)
Minor Course 2 (3)
A & S Multidisciplinary Component 1 (3) (recommended to relate to Advertising)
BGP Social Science 3/International Perspective (3)

6th semester (18 credits) – Students also can consider taking a summer class to lower the load to 15 credits
A & S Multidisciplinary Component 2 (3) (recommended to relate to Advertising)
MKT3020 Consumer Behavior (3)
ADV Concentration Elective 1 (3)
MDIA4610 Audience Research and Targeting
Minor Course 3 (3)
Minor Course 4 (3)
Humanities BGP 2 (3)

Summer of Junior or Senior Year (1 credit)
ADV3990 Professional internship (1)

Year 4
7th semester (15 credits)
ADV4800 Integrated Advertising Campaigns
ADV4530 Advertising Sales and Media Promotion (3)
ADV Concentration Elective 2 (3)
COMM4180 Communication Ethics (3)
Minor Course 5 (3)

8th semester (15 credits)
A & S Multidisciplinary Component 3 (3) (recommended to relate to Advertising)
A & S Multidisciplinary Component 4 (3) (recommended to relate to Advertising)
Minor Course 6 (3)
Minor Course 7 (3)
ADV Concentration Elective 3 (3)

*Note: Advertising majors will be put in the same linked section of COMM1020.

New course is listed in bold faces.

The capstone course ADV4800 is placed at the 7th semester so that students dedicate full time on the class (without the worry of job search) and can utilize the materials prepared in the campaign class for job search in spring. The last semester is reserved for a lighter load so that students can do both job search and work on classes.

**RECOMMENDED BGP COURSES TO ADVERTISING MAJORS**

**Quantitative Literacy (1 course):** SOC2690, PYSC2700, POLS2900, STAT2000

**Humanities and the Arts (2 courses):** ART1010 Intro to Art, PHIL1250 Contemporary Moral Issues, POPC1600 Introduction to Popular Culture, POPC1700 Black Popular Culture, WS2000 Introduction to Women’s Studies

**Social and Behavior Sciences (4 courses):** GEOG2030 Cultural Geography, PSYC1010 General Psychology, MDIA1030 Media and Information Society, MDIA3520 Online Social Media, SOC1010 Principles of Sociology, SOC2160 Minority Groups (cd), SOC2310 Cultural Anthropology (ip), INST2000 Introduction to International Studies (ip), EDFI 2980 School, Society and Cultural Diversity (cd), TECH3020 Technology systems in Societies (ip)

**Natural Sciences (2 courses):** BIOL1010 Environment of Life (lab), ENVS1940 Changing environment, changing world, GEOL1040 Earth Environment (lab), FN2070 Introduction to Human Nutrition,

**RECOMMENDED A & S MULTIDISCIPLINARY COMPONENT COURSES TO ADVERTISING MAJORS**

**Lab Science (1 course):** BIOL1010, GEOL1040, MATS1000 Materials in the Service of Society, IOL1940Q Inquiry in Science and Technology

**Other (4 courses):** COMM2030 Small Group Communication
COMM3070 Organizational Communication
MDIA3600 Media Research
MDIA 3660 Media Influence on Society
MDIA 4660 Television and Film Criticism
MDIA 4750 Electronic Surveillance and Privacy
MDIA 4860 Critical Studies in Media Environments
POLS 4790 Conflict Resolution
SOC 3010 Social Psychology
SOC 3610 The Family
SOC 4200 Introduction to Demographic Techniques
WS 3060 Psychology of Gender
JOUR 4650 American Journalism History
ARTH4650 Critical Issues in Technology
POPC 3650 Youth and Popular Culture
POPC4260 Popular Entertainments
POPC3800 Contexts of Popular Music

RECOMMENDED MINORS FOR ADVERTISING MAJORS

Psychology, Sociology, Marketing, Art, Photography, Media Production and Studies, Journalism and Public Relations, Communication, Ethnic Studies, Popular Culture, Women, Gender & Sexuality Studies (minor course cannot duplicate with major courses)