

LIBERAL STUDIES: Humanities/Social Science

Advertising in the Workplace Program Sequence B *(Effective October 2019)*

Required Credits: 18

Introductory Level Courses: 3 credits

ADV 04330 Introduction to Advertising *(prerequisite College Comp 2)*

Advanced Level Courses: 12 credits

ADV 04375 Advertising Copywriting

PR 06310 Intro to PR and Advertising Research *(prerequisite 60 credits)*

ADV 04421 Account Planning *(prerequisites ADV 04330, ADV 04375, and PR 06310)*

ADV 04360 Integrated Marketing Communication *(prerequisites Intro to PR and ADV 04430)*

Senior Level Capstone: 3 credits

ADV 04432 Media Planning *(prerequisites ADV 04330)*