

TERM		MAJOR				CORE			TOTAL CREDITS
YEAR 1	FALL	ADVG 101 3 INTRODUCTION TO ADVERTISING	PREL 101 3 PUBLIC RELATIONS AND PUBLICITY I Pre-Req: COMM 101			FCWR 101* 3 FOUNDATIONS OF COLLEGE COMPOSITION Pre-Req: Placement Exam or WRIT 100	FCIQ 101 3 FOUNDATIONS OF INQUIRY	MATH CHOICE 3	15
	SPRING	ADVG 150 3 PLANNING AND CREATING AD CAMPAIGNS Pre-Req: ADVG 101	ADVG 160 3 MEDIA PLANNING AND BUYING Pre-Req: ADVG 101 and MRKT 101	OPEN ELECTIVE 3	OPEN ELECTIVE 3	FCWR 151* 3 FOUNDATIONS OF RESEARCH WRITING Pre-Req: FCWR 101			15
YEAR 2	FALL	ADVG 201 3 ADVERTISING DESIGN CONCEPTS	ADVG 220 4 MEDIA PRODUCTION WORKSHOP	COMM 225 3 WRITING FOR MEDIA Pre-Req: FCWR 151		FCSC 101 3 FOUNDATIONS OF SCIENTIFIC PROCESS	FCSP 105 3 FOUNDATIONS OF SPEECH COMMUNICATION		16
	SPRING	ADVG 215 3 GLOBAL ADVERTISING/PR Pre-Req: ADVG 101 and PREL 101	DEGREE ELECTIVE** 3		OPEN ELECTIVE 3	FCWR 3XX 3 PROFESSIONAL COMMUNICATION Pre-Req: FCWR 151		SCIENCE CHOICE 3	15
YEAR 3	FALL	ADVG 225 3 RESEARCH IN ADVERTISING AND PR	DEGREE ELECTIVE** 2	COMM 345 3 SOCIAL MEDIA FOR BUSINESS	OPEN ELECTIVE 3	ICLT 3XX*** 3 LITERATURE CHOICE			14
	SPRING	ADVG 420 4 EXPERIENTIAL MODEL: ADVERTISING AGENCY Pre-Req: ADVG 301	DEGREE ELECTIVE** 3	OPEN ELECTIVE 3	OPEN ELECTIVE 3		ICBS 3XX*** 3 BEHAVIORAL SCIENCE CHOICE		16
YEAR 4	FALL	COMM 452 2 GUIDED PROJECT Pre-Req: Department consent	COMM 363 3 EXTERNSHIP Pre-Req: Department consent	OPEN ELECTIVE 3	OPEN ELECTIVE 3		ICSS 3XX*** 3 SOCIAL SCIENCE CHOICE		14
	SPRING	ADVG 420 4 EXPERIENTIAL MODEL: ADVERTISING AGENCY Pre-Req: ADVG 301	DEGREE ELECTIVE** 2	OPEN ELECTIVE 3	OPEN ELECTIVE 3		ICPH 3XX*** 3 PHILOSOPHY CHOICE		15

CREDITS 120

*Non-native English speakers take FCWR 111 in lieu of FCWR 101 and FCWR 161 in lieu of FCWR 151

**See Degree Electives Choices Chart

***Pre-Req: FCIQ 101, FCSP 105, FCSC 101, FCWR 151

** Degree Elective Choices			
Course	Course Name	Credits	Pre-Requisite
ADVG 210	Computer Applications in Advertising	3	ADVG 201
ADVG 330	Advertising and Public Policy	3	None
COMM 330	Communication Law and Ethics	3	None
COMM 350	Special Topics	3	None
COMM 425	Advanced social Media	3	COMM 345
COMM 430	E-Marketing and Branding	3	None
COMM 435	Event Planning	3	None
COMM 440	Fashion Communications	3	None
COMM 450	Healthcare Communications	3	ADVG 101 and PREL 101
COMM 460	Integrated Marketing Comm.	3	None
COMM 362	Externship	2	Dept. Consent
COMM 364	Externship	4	Dept. Consent
COMM 365	Externship	5	Dept. Consent