### REQUIRED MAJOR COURSES

- **3 hr ADV 300** Introduction to Advertising
- **3 hr ADV 481** Advertising Research Methods

15 hours required from the following list:
- **3 hr ADV 450** Creative Strategy and Tactics
- **3 hr ADV 412** Advertising History
- **3 hr ADV 483** Audience Analysis
- **3 hr ADV 491** Advertising Management
- **3 hr ADV 493** Social & Cultural Context of Advertising
- **3 hr ADV 410** Consumer Communications and the Public
- **3 hr ADV 411** Classic Campaigns
- **3 hr ADV 494** Persuasion Consumer Response

**College Electives:** 15-23 total hours of ADV, AGCM, JOUR, MACS, or MDIA electives.

### OTHER REQUIRED COURSES

- Statistics course, 3 hrs.
  - (Choose from: STAT 100, ECON 202, EPSY 280, MATH 161, PSYC 235 or SOC 280)
- ECON 102 and 103, 6 hrs.
  - Micro- and Macroeconomics
  - BADM 320, 3 hrs.
  - Principles of Marketing
  - Two of the following, 7-8 hrs.
  - PSYC 100, SOC 100, ANTH 103

### ADVANCED HOURS REQUIREMENT

- At least 20 hours in courses outside the College numbered 200 or above.
- At least 9 of the 20 hours must be in courses numbered 300 or above.

### GENERAL EDUCATION REQUIREMENTS

- **Composition 1**
- **Advanced Composition**
- **Quantitative Reasoning 1** (Statistics required)
- **Quantitative Reasoning 1 or 2**
- **Cultural Studies** (3 hours)
  - (Western/Comparative)
- **Cultural Studies** (3 hours)
  - (Nonwestern/U.S. minority)
- **Humanities/Arts** (6 hours)
  1. __________________________
  2. __________________________
- **Social/Behavioral Sciences** (6 hours)
  - (ECON 102 and 103 required)
  1. __________________________
  2. __________________________
- **Natural Science/Technology** (6 hours)
  1. __________________________
  2. __________________________
- **Language** — (3rd level)

### GRADUATION REQUIREMENTS

- Needed hours:
  - 80 elective hours outside the College of Media
  - 65 of these 80 hours must be from LAS
  - 124 total hours required for graduation

### MY FOUR-YEAR PLAN

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