



ADVERTISING/STRATEGIC COMMUNICATIONS MAJOR REQUIREMENTS (33 HOURS)

COLLEGE OF MEDIA CORE (12 HRS)

Intro to Media & Society

JRL 101 (3 hrs)

Media Writing

JRL 215 (3 hrs)

Media Tools & Applications

JRL 225 (3 hrs)

Media Ethics & Law

JRL 428 (3 hrs)

STRATEGIC COMMUNICATIONS CORE (12 HRS INCLUDING CAPSTONE)

Intro to Strategic Communications

STCM 215 (3 hrs)

Strategic Advertising & Public Relations Writing

STCM 315 (3 hrs)

Advertising & PR Audience Insight & Analysis

STCM 421 (3 hrs)

ADVERTISING AOE (9 HRS)

Choose 9 hours of AOE courses

Creative I

ADV 401 (3 hrs)

Media Planning & Strategy

ADV 403 (3 hrs)

Interactive Marketing Communications

ADV 451 (3 hrs)

Creative II

ADV 455 (3 hrs)

Strategic Communications Strategy & Management

STCM 452 (3 hrs)

CAPSTONE COURSE

Strategic Advertising & Public Relations Campaigns

STCM 459 (3 hrs)