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)