ADVERTISING DEGREE PATH: GENERAL MAJOR

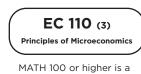
32 CREDIT HOURS

* THIS DEGREE PATH WILL TAKE AT LEAST FOUR SEMESTERS TO COMPLETE.



PHASE ONE All courses in Phase One must be taken before Phase Two.	APR 221 (3) Intro. to Advertising APR 260 (1) Software Applications I APR 260 (1)
PHASE TWO All courses in Phase Two must be taken before Phase Three.	APR 270 (3) Strategic Thinking (AD) APR 280 (3) Investigation and Insights
	APR 300 can be taken in Phase Two OR Phase Three. (LAB (AD) Basic Principles of Design
PHASE THREE All courses in Phase Three must be taken before Phase Four.	APR 422 (3) Channel Planning APR 423 (3) W Management * NOTE: APR 300 is a prerequisite to APR 423.
PHASE FOUR All courses in the AD major are prerequisites to APR 424.	APR 424 (3) Advertising Campaigns * not typically offered in the summer

ADDITIONAL REQUIREMENTS:



prerequisite to EC 110. EC 110 must be taken before APR 424. **ALSO REQUIRED** for this major (prerequisite: 61 credit hours):

MC 401 (3) Mass Media Law

MC 400-level (3) Mass Comm Elective