

| | CREATIVE | DIGITAL MEDIA STRATEGY | STRATEGIC BRAND MANAGEMENT | |
|---|--|--|--|--|
| Prerequisites (any prior to/with admission) | ADV 1300 Survey of Advertising (IIC1/BIIC) ADV 1321 Introduction to Creativity (CA1/TBD) | ADV 1300 Survey of Advertising (IIC1/BIIC) ADV 1331 Digital Media Landscapes | ADV 1300 Survey of Advertising (IIC1/BIIC) ADV 1341 Marketing Principles of Advertising* | |
| General Advertising Elective (any prior to/with or after admission) | | | | Spring 2018 APPLY TO MAJOR |
| Core Courses (any after admission) | ADV 2301 Consumer Behavior** (IIC1/TBD) ADV 2302 Advertising, Society & Ethics (PRIE2/DH&FA) | ADV 2301 Consumer Behavior** (IIC1/TBD) ADV 2302 Advertising, Society & Ethics (PRIE2) | ADV 2301 Consumer Behavior** (IIC1/TBD) ADV 2302 Advertising, Society & Ethics (PRIE2) | Spring or Fall 2019 Spring or Fall 2019 |
| | ADV 1360 Creative Production ADV 2322 Concepting ADV 3303 Advertising Media ADV 3304 Advertising Research | ADV 2332 Digital Media Strategy 1 ADV 2333 Internet and Mobile Advertising ADV 3303 Advertising Media ADV 3304 Advertising Research | ADV 2342 Strategic Brand Management 1 ADV 2343 International Advertising ADV 3303 Advertising Media ADV 3304 Advertising Research | |
| The Practice | ADV 3305 Business Communication | | | |
| | | | | |
| | | | | |