

Advertising B.S.

2- Year Plan of Study

Items marked with a ☒ are critical for the student to remain on track for graduation.

Notes

The Plan of Study is a static review of the degree. Connect with your major advisor for a personalized path toward graduation.

Potential Entry Level Job Titles:

Advertising Agent

Potential Entry Level Salary Range:

\$40,000 - \$55,000

Semester 1 - Fall

Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	ADV 3008 - Principles of Advertising	3
<input type="checkbox"/>	CAI 3801 - Artificial Intelligence and Analytics for Organizations	3
<input type="checkbox"/>	MAN 3025 - Principles of Management	3
<input checked="" type="checkbox"/>	MAR 3023 - Basic Marketing	3
<input type="checkbox"/>	QMB 3302 - Data Analytics for Business	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 2 - Spring

Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	ADV 3300 - Media Planning for Advertising	3
<input type="checkbox"/>	ADV 3101 - Advertising Creativity	3
<input checked="" type="checkbox"/>	MAR 3700 - Digital Marketing	3
<input type="checkbox"/>	RMI 3004 - Principles of Risk Management	3
<input checked="" type="checkbox"/>	MAR 3613 - Marketing Research	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 3 - Summer		
Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	MAR 4333 - Marketing Communications Management	3
<input checked="" type="checkbox"/>	MAR 4940 - Marketing Internship/Practicum	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 4 - Fall		
Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	ADV 4600 - Advertising Management	3
<input type="checkbox"/>	BUL 3320 - Law And Business I	3
<input checked="" type="checkbox"/>	FIN 3403 - Principles of Finance	3
<input checked="" type="checkbox"/>	MAR 4503 - Buyer Behavior	3
<input type="checkbox"/>	SCM 3005 - Supply Chain Management	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 5 - Spring		
Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	GEB 4890 - Strategic Management and Decision Making	3
<input type="checkbox"/>	IDS 3947 - Cooperative Internship	3
<input checked="" type="checkbox"/>	MAR 4824 - Marketing Management Problems	3
<input checked="" type="checkbox"/>	MMC 4410 - Integrated Public Relations and Advertising Campaigns	3
<input type="checkbox"/>	ADV 4800 - Advertising Campaigns	3
<input type="checkbox"/>	Apply for Graduation	0
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		