For Graduating Class of 2018
THE ADVERTISING MAJOR

Program of Study Code: AD15BS

Please note: Some of the courses listed below are alphabetically restricted by last name. You must take them in the semester noted. All Advertising majors must complete a number of Newhouse and Advertising core courses, as listed below. Students are then expected to complete an **emphasis** that satisfies their individual career goals. Emphases include, but are not limited to, Account Management, Copywriting and Art Directing, Integrated Media, Digital Advertising, and Account Planning. Emphases are explained more fully in the *Advertising Major Sheet Supplement*.

			Credits
First Year:			
►	COM 101	Practical Grammar for Public Communications	1
►	COM 107	Communications and Society	3
►	COM 117	Multimedia Storytelling	3
►	ADV 206	Advertising Practice in a Diverse Society (*See note #6.*)	3
Second Year:			
►	GRA 217/ GRA 218	Introduction to the Graphic Design Introductory Graphics Laboratory (A-K fall semester; L-Z spring semester)	3
►	ADV 208	The "Big Idea" in Advertising (*See note #6.*) (A-K spring semester; L-Z fall semester), Prerequisite: ADV 206	3

Students must declare their emphasis BY PETITION no later than spring semester of junior year.

Second or Third Year:			
►	ADV 307	Conceptual and Creative Thinking in Media Planning Prerequisite: ADV 208	3
Third Year and Fourth Year:			
►	ADV 509	Advertising Research and Planning: A Case Study Approach Prerequisite: ADV 208 (*See note #7*)	3
►	COM 344	Diversity and Media Issues (*See note #2*) Prerequisites: COM 107	1
		Arts and Sciences Diversity course _____	☐
►	**Advertising Emphasis: 3 Courses** (See note # 5)		
		Newhouse Course _____	3
		Course #2 _____	☐
		Course #3 _____	☐

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► **Global Experience** (*See note #3.*) _____ ☐

Senior Year:

► COM 408 Advertising and Public Relations Law 2
(A-K fall semester; L-Z spring semester), senior standing

► **Capstone Requirement: Choose One**

ADV 425 Integrated Advertising Campaigns (*See note #7*) 3
Prerequisites: ADV 307 or ADV 421, senior standing

PRL 325 Public Relations Campaign Planning and Execution
Prerequisites: ADV 509 or PRL 215 and 315, senior standing

MINIMUM TOTAL 31-37

Notes:

1. **Students graduating from Newhouse may devote no more than 38 of the 122 credits required for graduation to courses in the Newhouse School**. Any courses above the 38-credit hour limit will increase the total hours required for graduation.

2. Students may fulfill the **Diversity Requirement** by taking **COM 344** (1credit) **AND** one course from the approved list of Arts and Sciences courses on diversity available in the *Newhouse Fact Book*. **OR** students may fulfill the Diversity Requirement by taking an approved three-credit Newhouse class without the Arts and Sciences course. The eligible Newhouse classes are: **COM 346**: Race, Gender and the Media **OR COM 348**: Beauty and Diversity in Fashion Media. Since COM 346 and COM 348 are more than one credit, the additional Newhouse credits will be added to the 122 credits needed for graduation if the student has reached the 38 Newhouse-credit maximum. Students may not receive credit for BOTH COM 344 and COM 346.

3. The **Global Experience** may be fulfilled by studying abroad or by taking an approved class. A list of courses that fulfill this requirement can be found in the *Newhouse Fact Book*. If a student chooses to take a Newhouse class to fulfill this requirement, the additional Newhouse hours will be added to the 122 credits needed for graduation if the student has reached the 38 Newhouse-credit maximum.

4. Advertising students are limited to three credits of **internship** in communications out of the 122 required for graduation. Singly enrolled Newhouse students are not permitted to enroll in non-communications experience credit without special petition. Sophomores, juniors and seniors may receive credit for internship experiences.

5. ***Students must declare their emphasis BY PETITION no later than spring semester in junior year.*** Students are expected to complete an **emphasis** which complements their individual career goals. Faculty advisors will work with students to put together a series of THREE courses to fulfill this requirement. At least one of the three courses must be a Newhouse course.

6. The Advertising Department strongly recommends that students not take ADV 206 and 208 together. Exceptions are made for junior transfer students only. **ADV 206** should be taken before **ADV 208**.

7. Students are strongly encouraged to take **ADV 509**: Research before taking **ADV 425**: Campaigns. Marketing minors and dual majors may petition to substitute **MAR 356**: Marketing Research for ADV 509. This substitution will fulfill the ADV research requirement, but will not be counted as Newhouse credits. Such students will need to take three Newhouse elective credits in place of the ADV 509 credits.

8/21/14