





Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
<b>Total Credit Hours</b>			15		

**Third Year**

**Fall**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 370 or MCOM 331-331L	Advertising Principles or Video production and Lab		3	F/S	
Major Elective	Select an approved major elective: ADV 314, ADV 411-411L, ADV 472, MCOM 219, MCOM 265-265L, MCOM 359-359L, MKTG 370, PUBR 345, SPCM 422		3		
MCOM 416 or ADV 476	Mass Media and Society or Global and Multicultural Advertising	MCOM 416: Fall; ADV 476: Spring	0-3	F/S	
Minor/2 <sup>nd</sup> Major Course		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
General Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes	3-6		
<b>Total Credit Hours</b>			15		

**Spring**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 371-371L	Advertising Copy and Design and Studio	p. MCOM 220			

