

Third Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 372	Advertising Media Strategies	p. ADV 370	3	F	
MCOM 331	Video production		3	F/S	
Major Elective	Select an approved major elective: ADV 314, ADV 411, ADV 472, MCOM 219, MCOM 265, MKTG 370, PUBR 345, CMST 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 nd Major Course			3		
Total Credit Hours			15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 371 Major Elective	Advertising Copy and Design	p. MCOM 220	3	F/S	