ADV 318J  
Intro to ADV and Integrated Brand Communication  
* Grade of a B or better required to move forward in ADV  
* May only take this course twice  
* Must be taken at UT

ADV 325  
Intro to Creative Advertising  
Prerequisite: ADV 318J with a grade of at least B.

ADV 353  
Law and Ethics for ADV and P R  
Prerequisite: ADV 318J with a grade of at least B.

ADV 344K  
Advertising Research  
Prerequisite: Upper-division standing (60 hours of course credit); ADV 318J with a grade of at least B; and ADV 309R with a grade of at least C-

ADV 345 J  
Advertising Media Planning  
Prerequisite: Upper-division standing (60 hours of course credit); ADV 318J with a grade of at least B; and ADV 309R with a grade of at least C-

ADV 350  
Advertising Internship  
Prerequisite: ADV 344K and ADV 345J with a grade of at least C- in each and a 2.0 GPA

ADV 309R  
Intro to ADV and P R Research  
* Must be taken at UT.  
Grade of C- or better is required before enrolling in ADV 344K and ADV 345J

MKT 320F  
Foundations of Marketing  
Prerequisite: 45 hours of course credit.

ADV 370J  
Integrated Communications Management  
Prerequisite: ADV344K, ADV 345J, and MKT 320F with a grade of at least C- in each.

ADV 373  
Integrated Communications Campaigns  
Prerequisite: ADV 370J with a grade of at least C-

12 ADV elective hours (9 hours must be upper-division).  
39 total ADV hours.  
24 upper-division ADV hours.  
ADV 303, 304, 305 and 316 do not count towards the required 39 hours.