ADV 318J: Intro to Advertising

Other:
- May only be taken 2 times
- Grade of B or better required
- Guaranteed seat in Wilcox's section

ADV 325: Intro to Advertising Creative

Additional prerequisites:
- ADV 318J with grade of B or better

ADV 344K: Advertising Research

Additional prerequisites:
- 60 hours of course credit
- SSC 306 with a grade of C or better or a substitute approved by the Advertising department

ADV 345J: Advertising Media Planning

Additional prerequisites:
- 60 hours of course credit
- SSC 306 with a grade of C or better or a substitute approved by the Advertising department

ADV 350: Advertising Internship

Other:
- Department approval
- Enrollment in course
- Completion of the on-line application

ADV 370J: Integrated Com Management

Additional prerequisites:
- MKT 320F

ADV 371J: Advertising and Society, OR ADV 376: Ethics in ADV & P R

ADV 373: Integrated Com Campaigns

ADV 371J additional prerequisite:
- MKT 320F

ADV 350: Advertising Internship

Other:
- Department approval
- Enrollment in course
- Completion of the on-line application

ADV 373: Integrated Com Campaigns

ADV 371J: Advertising and Society, OR ADV 376: Ethics in ADV & P R

ADV 371J additional prerequisite:
- MKT 320F