

# Advertising Flow Chart

2012-2014

**First and Second Year**

**SSC 306**  
**Statistics In Market Analysis**  
*\* Grade of C or better is required before enrolling in ADV 344K or ADV 345J*

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

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

**ADV 353**  
**Law and Ethics for Advertising and Public Relations**  
*Prerequisite: ADV 318J with a grade of*

**Third Year**

**ADV 344K**  
**Advertising Research**  
*Prerequisite: Upper-division standing; ADV 318J with a grade of at least B; and SSC 306 with a grade of at least C*

**ADV 345 J**  
**Advertising Media Planning**  
*Prerequisite: Upper-division standing; ADV 318J with a grade of at least B; and SSC 306 with a grade of at least C*

**MKT 320F**  
**Foundations of Marketing**  
*Prerequisite: Upper-division standing (60 hours of course credit)*

**Fourth Year**

**ADV 350**  
**Internship in Advertising**  
*Prerequisite: ADV 344K, ADV 345J, with a grade of at least C in each*

**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*

A grade of C or better is required in each course taken in the College of Communication, unless the course is offered only on a

\_\_\_\_\_ 12 additional hours of ADV (9 hours of sequence coursework)