

ADVERTISING MASTER'S PROGRAM 2019-2020

Second Summer Session (6 credits):

ADV 611 Strategic Principles and Practices	3
VIS 607 Graphic Design Fundamentals	3

Fall Semester (12 credits):

ADV 604 Seminar in Advertising Practice and Leadership	3
ADV 612 Strategic Brain: Account Planning and Research	3
ADV 613 Strategic Brain: Media Planning	3
Elective (See Emphasis)	3

Spring Semester (12 credits):

COM 698 Media Law	3
ADV 615 Creative Brain	3
ADV/ICC 523 Digital Branding and Strategy	3
Elective (See Emphasis)	3

First Summer Session (6 credits):

ADV 625 Integrated Advertising Campaigns	6
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Total Credits for Program: 36

Academic Emphasis:

Students are required to complete an emphasis that satisfies their individual career goals. Faculty advisers will work with students to select two electives that build a critical understanding in a particular area of interest.

Recommended emphases can include, but are not limited to the following:

- Digital engagement
- Brand management
- Media planning
- Cross-cultural advertising
- Fashion promotion
- Health promotion
- Non-profit promotion