

Bachelor of Arts in Advertising (ADVR)

First Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
COMM220	Rhetoric & Persuasion	3	ENGL151	
COMM225	Workshop	3	ENGL101	
ENGL201	Composition and Research Skills	3	ENGL151	
COMM200	Introduction to Communication Studies	3	ENGL101	
CSCI200	Introduction to Computers	3	ENGL051	
ARAB200	Arabic Language and Literature	3		
Total		18		

Spring Semester

Code	Title	Credits	Prerequisites	Corequisites
PREL250	Public Relations Principles & Concepts	3	COMM200	
COMM265	Performance Theory & Practice	3	COMM200	
GDES270	Design Software I	3	CSCI200	
COMM285	Theories of Perception	3	ENGL151 - COMM200	
	Elective	3		
	Elective	3		
Total		18		

Second Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
ARTS315	Photography	3	ENGL151	
ENGL251	Communication Skills	3	ENGL201	
ADVR311	Advertising and Social Responsibility	3		ADVR300
COMM310	Research Methods	3	COMM285	
ADVR300	Advertising Theory & Practice	3	COMM200	
COMM320	Radio - TV Announcing	3	COMM200 - ARAB200	
Total		18		

Spring Semester

Code	Title	Credits	Prerequisites	Corequisites
ADVR360	Script Writing for Advertising	3	ENGL251 - COMM225 - COMM200	
ADVR355	Advertising Laws & Ethics	3	COMM285	
ADVR370	Psychology of Advertising	3	ADVR300	
ADVR375	Media Planning & Advertising	3	COMM285	
ADVR365	Advertising Pitching	3	ADVR300	
ADVR350	Advertising Copywriting	3	ADVR300	
Total		18		

Third Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
ADVR415	Branding and Corporate Identity	3	ADVR370	
ADVR440	Advertising & Consumer Behavior	3	PREL250	
ADVR435	Global Advertising and International Market	3	ADVR300	

ADVR410	Advertising & Sales Promotion	3	ADVR370	
COMM400	Media Management	3	ADVR375	
ADVR420	New Media in advertising	3	ADVR300	
Total		18		
Spring Semester				
Code	Title	Credits	Prerequisites	Corequisites
ADVR495	Senior Study in Advertising	3	ADVR410	ADVR485
CULT200	Introduction to Arab - Islamic Civilization	3		
ADVR485	Advertising Campaign Design	3	ADVR370	
	Elective	3		
ADVR460	Advertising Creativity	3	ADVR370	
ADVR475	Advertising Storyboard	3	ADVR370	
Total		18		