

## Bachelor of Arts in Advertising (ADVR)

### Core Requirements

| Code    | Title                                  | Credits | Prerequisites     | Corequisites |
|---------|----------------------------------------|---------|-------------------|--------------|
| ADVR355 | Advertising Laws & Ethics              | 3       | COMM285           |              |
| ARTS315 | Photography                            | 3       | ENGL151           |              |
| COMM200 | Introduction to Communication Studies  | 3       | ENGL101           |              |
| COMM220 | Rhetoric & Persuasion                  | 3       | ENGL151           |              |
| COMM225 | Workshop                               | 3       | ENGL101           |              |
| COMM265 | Performance Theory & Practice          | 3       | COMM200           |              |
| COMM285 | Theories of Perception                 | 3       | ENGL151 - COMM200 |              |
| COMM310 | Research Methods                       | 3       | COMM285           |              |
| GDES270 | Design Software I                      | 3       | CSCI200           |              |
| PREL250 | Public Relations Principles & Concepts | 3       | COMM200           |              |
| Total   |                                        | 30      |                   |              |

### Major Requirements

| Code    | Title                                          | Credits | Prerequisites                  | Corequisites |
|---------|------------------------------------------------|---------|--------------------------------|--------------|
| ADVR300 | Advertising Theory & Practice                  | 3       | COMM200                        |              |
| ADVR311 | Advertising and Social Responsibility          | 3       |                                | ADVR300      |
| ADVR350 | Advertising Copywriting                        | 3       | ADVR300                        |              |
| ADVR360 | Script Writing for Advertising                 | 3       | ENGL251 - COMM225 -<br>COMM200 |              |
| ADVR365 | Advertising Pitching                           | 3       | ADVR300                        |              |
| ADVR370 | Psychology of Advertising                      | 3       | ADVR300                        |              |
| ADVR375 | Media Planning & Advertising                   | 3       | COMM285                        |              |
| ADVR410 | Advertising & Sales Promotion                  | 3       | ADVR370                        |              |
| ADVR415 | Branding and Corporate Identity                | 3       | ADVR370                        |              |
| ADVR420 | New Media in advertising                       | 3       | ADVR300                        |              |
| ADVR435 | Global Advertising and International<br>Market | 3       | ADVR300                        |              |
| ADVR440 | Advertising & Consumer Behavior                | 3       | PREL250                        |              |
| ADVR460 | Advertising Creativity                         | 3       | ADVR370                        |              |
| ADVR475 | Advertising Storyboard                         | 3       | ADVR370                        |              |
| ADVR485 | Advertising Campaign Design                    | 3       | ADVR370                        |              |
| ADVR495 | Senior Study in Advertising                    | 3       | ADVR410                        | ADVR485      |
| COMM320 | Radio - TV Announcing                          | 3       | COMM200 - ARAB200              |              |
| COMM400 | Media Management                               | 3       | ADVR375                        |              |
| Total   |                                                | 54      |                                |              |

### General Education Requirements

| Code    | Title                                       | Credits | Prerequisites | Corequisites |
|---------|---------------------------------------------|---------|---------------|--------------|
| ARAB200 | Arabic Language and Literature              | 3       |               |              |
| CSCI200 | Introduction to Computers                   | 3       | ENGL051       |              |
| CULT200 | Introduction to Arab - Islamic Civilization | 3       |               |              |
| ENGL201 | Composition and Research Skills             | 3       | ENGL151       |              |
| ENGL251 | Communication Skills                        | 3       | ENGL201       |              |
| Total   |                                             | 15      |               |              |

| General Education Electives |          |         |               |              |
|-----------------------------|----------|---------|---------------|--------------|
| Code                        | Title    | Credits | Prerequisites | Corequisites |
|                             | Elective | 3       |               |              |
|                             | Elective | 3       |               |              |
|                             | Elective | 3       |               |              |
| Total                       |          | 9       |               |              |