

REQUIRED ADVERTISING MAJOR COURSES

- 3 hr ADV 150 Introduction to Advertising
- 3 hr ADV 281+ Advertising Research Methods
- 3 hr ADV 283+ Advertising & Brand Strategy
- 3 hr ADV 284+ Consumer Insight
- 3 hr ADV 390+ Content Creation
- 3 hr ADV 460+ Innovation in Advertising
- 3 hr ADV 483+ Audience Analysis
- 3 hr ADV 461+ Computational Advertising
- 3 hr ADV 492+ Tech and Advertising Campaigns

REQUIRED COMPUTER SCIENCE MAJOR COURSES

- 4 hr CS 125+ Introduction to Computer Science
- 3 hr CS 126+* Software Design Studio
- 3 hr CS 173+ Discrete Structures
- 4 hr CS 225+ Data Structures
- 3 hr CS 240+ Introduction to Computer Systems
- 4 hr CS 374+ Intro to Algorithms & Models of Computation
- 3/4 hr CS 421+ Programming Languages & Compilers
- 6 hr CS Tech Electives: Two 400-level courses chosen in consultation with a CS advisor

+See course schedule for all pre-requisite information
 *Transfer students entering with CS 225 credit must take CS 242 instead of CS 126.

MATHEMATICAL FOUNDATIONS

- ___ MATH 220/221 Calculus/Calculus I
- ___ MATH 231 Calculus II
- ___ MATH 225 Introductory Matrix Theory
- ___ CS 361 Probability & Stats for Computer Science

COLLEGE OF MEDIA FOUNDATIONS

- ___ ECON 102 Microeconomics
- ___ ECON 103 Macroeconomics
- OR ECON 302 Inter Microeconomic Theory
- ___ BADM 320 Principles of Marketing
- ___ **One of the following:**
 PSYC 100, SOC 100, ANTH 103

ADVANCED HOURS REQUIREMENT

At least 20 hours in courses **outside** the College of Media numbered 200 or above

At least 9 of the 20 hours must be in courses numbered 300 or above

GENERAL EDUCATION REQUIREMENTS

Composition 1

Advanced Composition

Quantitative Reasoning 1

MATH 220/221 (or equivalent; required)

Quantitative Reasoning 1 or 2

MATH 231 (required)

Cultural Studies (9 hrs)

Western/Comparative

Nonwestern

U.S. Minority

Humanities/Arts (6 hrs)

1

2

Social/Behavioral Sciences (6 hrs)

1 ECON 102 (required)

2 ECON 103 (required)

Natural Science/Technology (6 hrs)

1

2

Non-primary Language (3rd level)

GRADUATION REQUIREMENTS

72 elective hours outside College of Media _____

Including:

11 hours at the 200+ level _____

9 hours at the 300+ level _____

124 total hours required for graduation _____

MY FOUR-YEAR PLAN

SEMESTER: _____

Credit Hrs. Course

SEMESTER: _____

Credit Hrs. Course

SEMESTER: _____

Credit Hrs. Course

SEMESTER: _____

Credit Hrs. Course

SEMESTER: _____

Credit Hrs Course

SEMESTER: _____

Credit Hrs Course

SEMESTER: _____

Credit Hrs Course

SEMESTER: _____

Credit Hrs Course
