

	CREATIVE	DIGITAL MEDIA STRATEGY	STRATEGIC BRAND MANAGEMENT	
Prerequisites (any prior to/with admission)	ADV 1300 Survey of Advertising (IIC1/BIIC) ADV 1321 Introduction to Creativity (CA1/TBD)	ADV 1300 Survey of Advertising (IIC1/BIIC) ADV 1331 Digital Media Landscapes	ADV 1300 Survey of Advertising (IIC1/BIIC) ADV 1341 Marketing Principles of Advertising*	
General Advertising Elective (any prior to/with or after admission)				Spring 2018 APPLY TO MAJOR
Core Courses (any after admission)	ADV 2301 Consumer Behavior** (IIC1/TBD) ADV 2302 Advertising, Society & Ethics (PRIE2/DH&FA)	ADV 2301 Consumer Behavior** (IIC1/TBD) ADV 2302 Advertising, Society & Ethics (PRIE2)	ADV 2301 Consumer Behavior** (IIC1/TBD) ADV 2302 Advertising, Society & Ethics (PRIE2)	Spring or Fall 2019 Spring or Fall 2019
	ADV 1360 Creative Production ADV 2322 Concepting ADV 3303 Advertising Media ADV 3304 Advertising Research	ADV 2332 Digital Media Strategy 1 ADV 2333 Internet and Mobile Advertising ADV 3303 Advertising Media ADV 3304 Advertising Research	ADV 2342 Strategic Brand Management 1 ADV 2343 International Advertising ADV 3303 Advertising Media ADV 3304 Advertising Research	
The Practice	ADV 3305 Business Communication			