ADVERTISING DEGREE PATH:
CREATIVE SPECIALIZATION
2015-2016 CATALOG

PHASE ONE

All courses in Phase One can be taken together.
EN 101 or 103 is a prerequisite to APR 221.

APR 221 (3)
Intro. to Advertising

APR 260 (1)
Software Applications I

MC 101 (3)
Intro. to Mass Communication

JN 150 (1)
Mechanics of Writing

EC 110 (3)
Principles of Microeconomics

ADMISSION TO CREATIVE SPECIALIZATION BY APPLICATION IS REQUIRED

PHASE TWO

All courses in Phase Two can be taken together.

APR 270 (3)
Strategic Thinking (AD)

APR 300 (3)
Basic Principles of Design

APR 280 (3)
Investigation and Insights

APR 310 (3)
Concepting

PHASE THREE

Art Directors

APR 410 (3)
Portfolio I

APR 323 (3)
Art Direction Seminar

APR 301 (1)
Software Applications II

APR 325 (3)
Digital and Social Media

Copywriters

APR 410 (3)
Portfolio I

APR 322 (3) W
Copywriting Seminar

Note courses that are intended to be taken during the same semester.

Copywriters

APR 410 (3)
Portfolio I

APR 322 (3) W
Copywriting Seminar

Note courses that are intended to be taken during the same semester.

Art Directors

APR 411 (3)
Portfolio II

APR 401 (1)
Software Applications III

NOTE: APR 410 and APR 322 are intended to be taken during the same semester.

Copywriters

APR 411 (3)
Portfolio II

APR 401 (1)
Software Applications III

NOTE: APR 411 and APR 401 are intended to be taken during the same semester.

PHASE FOUR

Note courses that are intended to be taken during the same semester.

Art Directors

APR 411 (3)
Portfolio II

APR 401 (1)
Software Applications III

Copywriters

APR 411 (3)
Portfolio II

APR 401 (1)
Software Applications III

NOTE: APR 411 and APR 401 are intended to be taken during the same semester.

PHASE FIVE

All courses in the AD major are prerequisites to APR 424.

APR 424 (3)
Advertising Campaigns

APR 380 (1)
Independent Study

OPTIONAL

Creative specialists who wish to continue developing their portfolio may opt to take a 1-hr. independent study course that meets with APR 411 (with instructor permission and after Phase Four).

35-39 CREDIT HOURS

* THIS DEGREE PATH WILL TAKE AT LEAST FIVE SEMESTERS TO COMPLETE.

MATH 100 or higher is a prerequisite to EC 110. EC 110 must be taken before APR 424.