



Proposed Course Sequence

Freshman, Fall

AAD20300, Adobe Photoshop
MGMT16025, Business and Free Enterprise
GenEd
GenEd
GenEd

Freshman, Spring

CINE15400, Video Production
AAD20400, Adobe Illustrator
MGMT26032, Principles of Management
MRKT35010, Principles of Marketing
GenEd

Sophomore, Fall

COM24200, Basic Reporting
MRKT35040, Advertising & Promo Strategies
MRKT45070, Consumer Behavior
GenEd
GenEd

Sophomore, Spring

APR36300, Creative Advertising Concepts
APR32280, Public Relations: Comm Strategies
MGMT2606, Business Law
GenEd
GenEd

Junior, Fall

APR34200, Copywriting
APR33500, Media Planning & Buying
APR33900, Effective Messaging in PR
DCS38700, Emerging Platforms in Analytics
GenEd

Junior, Spring

COM32700, Media Literacy
DCS35000, Personal Branding & Content Creation
GenEd
GenEd
GenEd

Senior, Fall

APR41600, APR Competition I
GenEd
GenEd
Free Elective
Free Elective

Senior, Spring

APR41700, APR Competition II
Internship
Free Elective
Free Elective
Free Elective

*MGMT16025, waived if student has 9 hours in Business courses at time of program entry.

*ONLY offered Fall Semesters: APR34200, APR33500, APR33900, and DCS38700