# B.S.C. in Advertising - General Advertising Track

## Core Courses
- STC 102: Graphic Design for Strategic Communication (3 credit hours)
- JMM 108: Writing For The Digital Age (3 credit hours)
- STC 114: Principles of Advertising (3 credit hours)
- STC 200: Advertising Strategy Development (3 credit hours)
- COM 250: Freedom of Expression and Communication Ethics (3 credit hours)

## Other Required Courses
- STC 231: Advertising Copywriting and Concept (3 credit hours)
- STC 233: Writing for Advertising Account Management (3 credit hours)
- STC 312: Research Methods for Advertising (3 credit hours)
- STC 388: Media Planning (3 credit hours)
- STC 434: Advertising Campaigns (3 credit hours)

## Select three additional Advertising Electives
- STC 103: Statistical Reasoning For Strategic Communication
- STC 202: Advanced Graphic Design for Advertising
- STC 331: Advanced Copywriting
- STC 334: Social Media Messaging And Strategies
- STC 340: Interactive, Digital, and Social Media in Advertising
- STC 350: International and Cross-cultural Advertising
- STC 380: Advertising Internship
- STC 384: Advertising Creative Strategy and Execution
- STC 389: Media Buying and Advertising Sales
- STC 390: Art Direction
- STC 401: Seminar in Advertising and Society
- STC 412: Public Opinion and Mass Communication
- STC 482: International Public Relations
- STC 483: Integrated Marketing Communication
- STC 490: Special Topics In Advertising
- STC 491: The Business Of Account Management

## Additional Requirements
- COS 211: Public Speaking (3 credit hours)
- MKT 301: Marketing Foundations (3 credit hours)
- MKT 310: Consumer Behavior and Marketing Strategy (3 credit hours)

## Total Credit Hours
- 48 credit hours

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1. Students must complete at least one course with an international or intercultural focus. Courses that meet this requirement include: STC 350, STC 482, COS 343, and COS 545. Other courses may be used to fulfill this requirement with the approval of an Advertising faculty advisor. Studying abroad also fulfills this requirement.

2. Students seeking a Marketing minor from the School of Business Administration must complete:

   - MKT 301: Marketing Foundations (3 credit hours)