





# Advertising - Class of 2024

## Class of 2024 Major Requirements: Advertising

### First Year:


Course #	Course Title	Credits
	Grammar Competency <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;">  Students must pass a grammar competency exam in order to graduate. Students who fail the competency exam can still meet the requirement by passing COM 101, a 0-credit remedial grammar course. This course can be repeated until a passing grade is earned.           </div>	
COM 107	Communications and Society	3
COM 117	Multimedia Storytelling	3
ADV 206	Advertising Practice in a Diverse Society <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;">  ADV 206 should be taken before ADV 208. Junior transfer students only may petition to take them in the same semester.           </div>	3

### Second Year:

Course #	Course Title	Credits
VIS 207	Introduction to Graphic Design <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;">  A-K in fall; L-Z in spring.           </div>	3
ADV 208	The Big Idea in Advertising <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;">  A-K spring; L-Z fall            PREREQUISITE: ADV 206            ADV 206 should be taken before ADV 208. Junior transfer students only may petition to take them in the same semester.         </div>	3

Students must declare their emphasis by [petition](#) no later than April 1 of sophomore year.

### Second or Third Year:



Course #	Course Title	Credits
ADV 307	Conceptual and Creative Thinking in Media Planning <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;">  PREREQUISITE: ADV 208           </div>	3

### Third and Fourth Year:

Course #	Course Title	Credits
	Global Experience  <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>i Note 4</b></p> <p>The Global Experience may be fulfilled by studying abroad or taking an approved class from the list in the Newhouse Guidebook. If a student selects a Newhouse class and has already taken their 42 Newhouse credits, those credit hours will be added to the 122 hours required to graduate.</p> </div>	
ADV 509	Advertising Research and Planning: A Case Study Approach  <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>i PREREQUISITE:</b> Senior standing; ADV 307 or ADV 421</p> <p>ADV 509 should be taken before ADV 425. Marketing minors and Whitman dual majors may petition to substitute MAR 356 for ADV 509. This substitution will not count toward Newhouse credits; these students must take 3 credits of a Newhouse elective to meet their total Newhouse credit requirement.</p> </div>	3
COM 346  or  COM 348	Race, Gender and the Media  <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>i PREREQUISITE:</b> COM 107</p> </div> or  Beauty and Diversity in Fashion Media	3
	<p><u>Advertising Emphasis: 3 courses, 1 in Newhouse</u></p> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>i</b> Students must declare their emphasis BY PETITION no later than April 1 of sophomore year.</p> </div>	3

**Fourth Year:**

Course #	Course Title	Credits
COM 507	Communications Law for Advertising and Public Relations  <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>i</b> A-K fall; L-Z spring</p> <p><b>PREREQUISITE:</b> Senior standing</p> </div>	3

A D V 425       or  P RL 325	<p>CAPSTONE REQUIREMENT: CHOOSE ONE</p> <p>Integrated Advertising Campaigns (senior)</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;">  PREREQUISITE: Senior standing ;ADV 307 or ADV 421   ADV 509 should be taken before ADV 425. Marketing minors and Whitman dual majors may petition to substitute MAR 356 for ADV 509. This substitution will not count toward Newhouse credits; these students must take 3 credits of a Newhouse elective to meet their total Newhouse credit requirement. </div> <p>or</p> <p>Public Relations Campaign Planning and Execution Senior standing is required to take this course.</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;">  PREREQUISITE: Senior standing; ADV 509 or PRL 215 &amp; PRL 315 </div>	3
--	---	---

**Minimum total credits: 33-39**

## Notes

1. Students may devote no more than 42 of the 122 total credits to Newhouse School courses. Any courses taken above the 42-credit hour limit will be added to the total hours required for graduation.
2. Students must pass a grammar competency exam in order to graduate. Students who fail the competency exam can still meet the requirement by passing COM 101, a 0-credit remedial grammar course. This course can be repeated until a passing grade is earned.
3. ADV 206 should be taken before ADV 208. Junior transfer students only may petition to take them in the same semester.
4. The Global Experience may be fulfilled by studying abroad or taking an approved class from the list in the Newhouse Guidebook. If a student selects a Newhouse class and has already taken their 42 Newhouse credits, those credit hours will be added to the 122 hours required to graduate
5. ADV 509 should be taken before ADV 425. Marketing minors and Whitman dual majors may petition to substitute MAR 356 for ADV 509. This substitution will not count toward Newhouse credits; these students must take 3 credits of a Newhouse elective to meet their total Newhouse credit requirement.
6. Students must declare their emphasis [by petition](#) no later than April 1 of sophomore year.
7. Advertising students are limited to 3 internship credits in communications; these count toward the 122 credits required to graduate. Singly enrolled Newhouse students are not permitted to enroll in non-communications experience credit.