



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 RP  
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