

TYPICAL SEQUENCE FOR COMMUNICATION DIVISION MAJORS ADVERTISING

Please meet with your **major advisor** and complete a four-year plan for your degree.

Although the information below is excerpted from the Seaver Catalog, this is not an official binding document. To view the actual catalog visit: <http://seaver.pepperdine.edu/academics/catalog/>

First Year

COM 180	Public Speaking and Rhetorical Analysis (4)
COM 200	Communication Theory (3)

Sophomore Year

COM 205	Storytelling through Media (3)
ADV 275*	Introduction to Advertising (4)
COM 300	Introduction to Communication Research (3)

Outside Concentration Courses

Junior Year

ADV 375	Advertising Media (4)
MSCO 371	Communication Graphics (4)
MSCO 380	Digital Strategy (4)
COM 570	Media Law (4)

Outside Concentration Courses

Senior Year

COM 400	Communication Ethics (3)
ADV 475	Advertising Copywriting and Layout (4)
ADV 561	Advertising Account Planning and Research (4)
ADV 575	Advertising Campaign Management (3)
ADV 595	Advertising Internship (1)

Outside Concentration Courses

Majors are required to complete an outside concentration of 9-12 units (upper division – 300—599) from areas outside of mass communication.

* This course is usually taken in the sophomore year but may be taken in the freshman term if necessary (especially if you plan to attend an International Program in your sophomore year).