

TYPICAL SEQUENCE FOR COMMUNICATION DIVISION MAJORS: ADVERTISING

You can create a 4-year plan on the Navigate platform. Please confirm your plan with your major advisor. This sample plan is for planning purposes only. For specific graduation requirements, consult the Seaver catalog. <http://seaver.pepperdine.edu/academics/catalog/>

<u>First Year</u>	Title	Units	Prerequisites
COM 180	Public Speaking and Rhetorical Analysis	4	
COM 200	Introduction to Communication	3	
COM 205	Storytelling through Media	3	
ADV 275	Introduction to Advertising	4	

<u>Sophomore Year*</u>	Title	Units	Prerequisites
COM 300	Introduction to Communication Research	3	COM 200 or SART 202
MSCO 371	Communication Graphics	4	ART 230 or COM 205
ADV 375	Advertising Media Planning and Strategy	4	ADV 275 with C- or better

*Classes can be taken in the junior year if the student is studying abroad.

<u>Junior Year</u>	Title	Units	Prerequisites
ADV 385	Advertising Copywriting and Layout	4	ADV 275 & MSCO 371
ADV 461	Advertising Account Planning and Research	4	COM 300
ADV Elec #1	See choices below	3-4	
Choose 1 Law class:	1. COM 570: Media Law 2. SPAD 370: Sport Law 3. SART 433: Entertainment Law	3-4	1. Junior status 2. 30+ units completed 3. SART 307 & SART 330

<u>Senior Year</u>	Title	Units	Prerequisites
COM 400	Communication Ethics	3	Senior status
ADV 480	Digital Strategy for Advertising	4	ADV 375
ADV 575	Advertising Campaign Management	3	ADV 385, ADV 461 & ADV 480
ADV Elec #2	See choices below	3-4	
ADV 495*	Advertising Internship	1	Completion of 76 units, ADV 385 and major advisor consent

Advertising Electives (Choose 2):

ADV 490: Special Topics in Advertising (3-4) ART 416: Graphic Design (4)
 COM 408: Multimedia Production and Authoring (3) COM 410: Perspectives on Identity (3)
 COM 411: Gender and Communication (3) COM 412: Intercultural Media Literacy (3)
 COM 485: Environmental Communication and Sustainability (4)

*ADV 495-Internship can be taken in summer after junior year if prerequisites have been met.



Scan here for more Advertising major information.