



Bachelor of Arts in Communication Arts - Advertising (ADVR)

Major Electives

Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		
	Elective	3		
	Elective	3		
Total		12		

Core Requirements

Code	Title	Credits	Prerequisites	Corequisites
ADVR300	Advertising Theory & Practice	3	COMM200	
ARTS350	Photography	3	ENGL151	
COMM200	Introduction to Communication Studies	3	ENGL101	
COMM205	Introduction to Western Civilization	3	ENGL151 - COMM200	
COMM220	Rhetoric & Persuasion	3	ENGL151	
COMM225	Workshop	3	ENGL101	
COMM265	Performance Theory & Practice	3	COMM200	
COMM285	Theories of Perception	3	ENGL151 - COMM200	
COMM300	Media Laws & Ethics	3	COMM285	
COMM310	Research Methods in Communication Arts	3	COMM285	
COMM320	Radio-TV Announcing	3	COMM200 - ARAB200	
COMM330	Media Planning & Audience Analysis	3	COMM285	
COMM400	Media Management	3	COMM330	
GDES270	Design Software I	3	CSCI200	
PREL300	Public Relations Principles & Concepts	3	COMM200	
Total		45		

Major Requirements

Code	Title	Credits	Prerequisites	Corequisites
ADVR348	Advertising Pitching	3	ADVR300	
ADVR350	Advertising Copywriting	3	ADVR300	
ADVR370	Psychology of Advertising	3	ADVR300	
ADVR390	Branding and Corporate Identity	3	ADVR370	
ADVR410	Advertising & Sales Promotion	3	ADVR370	
ADVR420	New Media in advertising	3	ADVR300	
ADVR430	Advertising Storyboard	3	ADVR370	
ADVR460	Advertising Creativity	3	ADVR370	
ADVR485	Advertising Campaign Design	3	ADVR370	
ADVR495	Senior Study in Advertising	3	ADVR410	ADVR485
Total		30		

General Education Requirements

Code	Title	Credits	Prerequisites	Corequisites
ARAB200	Arabic Language and Literature	3		
CSCI200	Introduction to Computers	3	ENGL051	
CULT200	Introduction to Arab - Islamic Civilization	3		

ENGL201	Composition and Research Skills	3	ENGL151	
ENGL251	Communication Skills	3	ENGL201	
Total		15		
General Education Electives				
Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		
Total		6		
Major Elective Courses				
Code	Title	Credits	Prerequisites	Corequisites
JORN200	News Writing & Reporting	3	ENGL151-COMM200	
JORN285	Travel Journalism	3	COMM200	
JORN385	Citizen Journalism	3	COMM200	
RATV316	Mobile Media	3		
RATV370	Writing for Radio and TV	3	COMM285	COMM320
RTVF425	Documentary Making	3	ENGL201-COMM225	