

	L E B A N E S E I N T E R N A T I O N A L U N I V E R S I T Y	Major Title: Bachelor of Communication Arts (Advertising) Major Code: BACAD Level: underGraduate Number Of Credits: 108 Version: 1 Version Date: 2025-04-25 13:02:49
	Bachelor of Communication Arts (Advertising) (BACAD)	

Core Requirements

Code	Title	Credits	Prerequisites	Corequisites
ADVR300	Advertising Theory & Practice	3	COMM200	
ARTS350	Photography	3	ENGL151	
COMM200	Introduction to Communication Studies	3	ENGL101	
COMM220	Rhetoric & Persuasion	3	ENGL151	
COMM225	Workshop	3	ENGL101	
COMM265	Performance Theory & Practice	3	COMM200	
COMM285	Theories of Perception	3	ENGL151-COMM200	
COMM305	Artificial Intelligence and Mass Media	3	COMM285-COMM200	
GDES270	Design Software I	3	CSCI200	
JORN285	Travel Journalism	3	COMM200	
PREL300	Public Relations Principles & Concepts	3	COMM200	
Total		33		

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
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	
PREL455	Public Speaking	3	PREL300	
RATV316	Mobile Media	3	COMM200	
RATV370	Writing for Radio and TV	3	COMM285	COMM320
Total		54		

General Education Requirements

Code	Title	Credits	Prerequisites	Corequisites
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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
Set A	General Education Electives	3		
Set A	General Education Electives	3		
Total		6		

General Education Electives

Code	Title	Credits	Prerequisites	Corequisites
ARAB220 (Set A)	Creative Writing in Arabic	3		
ARTS204 (Set A)	Introduction to Theater	3		
ARTS215 (Set A)	History of Arts	3		
BACC200 (Set A)	Financial Accounting	3		
BECO210 (Set A)	Introduction to Microeconomics	3		
BECO260 (Set A)	Introduction to Macroeconomics	3		
BMED210 (Set A)	Introduction to Community Health	3		
BMTH210 (Set A)	Business and Managerial Math	3		
BSTA205 (Set A)	Introduction to Business Statistics	3		
COMM200 (Set A)	Introduction to Communication Studies	3	ENGL101	
COMM205 (Set A)	Introduction to Western Civilization	3		
COMM220 (Set A)	Rhetoric & Persuasion	3	ENGL151	
CSCI205 (Set A)	Computer Science Overview	3		
ENVR200 (Set A)	Environmental Science	3		
GEE200 (Set A)	General Topics in Cooperation and Collaboration	3		
GEE201 (Set A)	General Topics in Communication	3		
GEE203 (Set A)	General Topics in Culture and Diversity	3		
GEE204 (Set A)	General Topics in Critical Thinking and Problem Solving	3		
GEE205 (Set A)	General Topics in Quantitative and Qualitative Literacy	3		
HUMN200 (Set A)	Community Service	3		
HUMN215 (Set A)	Introduction to Civic Society	3		
LANG200 (Set A)	Beginners Russian	3		
LANG221 (Set A)	Introduction To Italian	3		
LANG222 (Set A)	Introduction To French	3		
LANG225 (Set A)	Introduction To German	3		
LANG226 (Set A)	Introduction to Portuguese	3		
NUTR200 (Set A)	Nutrition and Health	3		
PHED200 (Set A)	Sports and Health	3		

PHIL200 (Set A)	Introduction to Philosophy	3		
PHIL205 (Set A)	Introduction to Ethics	3		
PHIL210 (Set A)	World Religions	3		
POLS205 (Set A)	World Current Affairs	3		
POLS230 (Set A)	Lebanese Labor Law	3		
POLS240 (Set A)	The Arab Israeli Conflict	3		
SPAN200 (Set A)	Introduction to Spanish	3		
SSCI200 (Set A)	Introduction to Sociology	3		
SSCI205 (Set A)	Introduction to Psychology	3		
SSCI215 (Set A)	Introduction to Music	3		