

B.A. in Advertising

Academic Program Guide for **New First-Year Students** (Effective Fall 2018) Department of Public Relations and Advertising

Students who entered Rowan University prior to Fall 2018 should follow the guide for their program and start year in consultation with their advisor.

Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of “D-” or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
 - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
 - Rowan Core and Rowan Experience designations are listed in course details in Section Tally (www.rowan.edu/registrar) and may also be searched on that site under “Attributes.” A list of Rowan Core courses is here: <https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List>.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

Program-Specific Graduation Requirements for this Major / Degree

- Students must receive a grade of C or better in all courses satisfying Major requirements.

Rowan Core Requirements¹

Students must satisfy all six Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy. With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.

- (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
- COMP 01111 College Composition I (3 sh) COMP 01112 College Composition II (3 sh) CMS 04205 Public Speaking (3 sh)
- (ARTL) Artistic Literacy *Recommendation from major:*
- (GLBL) Global Literacy *Recommendation from major:*
- (HUML) Humanistic Literacy *Recommendation from major:*
- (QNTL) Quantitative Literacy *Recommendation from major:*
- (SCIL) Scientific Literacy *Recommendation from major:*

Subtotal of credits counted in this section: 9 sh

Rowan Experience Requirements

Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.

- (LIT) Broad-Based Literature Attribute *Recommendation from major:*
- (WI) Writing Intensive Attribute *Recommendation from major:*
- (RS) Rowan Seminar Attribute² *Recommendation from major:*

Non-Program Courses (minimum 18 sh)

Courses in this section cannot be in the major department.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
PHIL 09110	Logic of Everyday Reasoning				3
					Subtotal: 18 sh

¹ The Rowan Core requirements are waived for transfer students with an earned A.A. or A.S. degree from a NJ community/county college.

² The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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Major Requirements (39 sh)

SUMMARY OF MAJOR REQUIREMENTS

- 21 sh of Required Advertising Courses
 - 12 sh of Upper-Level and Capstone Courses
 - 6 sh of Related Electives
-
- 39 sh total

REQUIRED ADVERTISING COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
ADV 04330	Intro to Advertising	Requires major status			3
PR 06350	Intro to Public Relations	Requires major status			3
ADV 04375	Ad Copywriting	Pre-req.: ADV 04330			3
ADV 04421 or ADV 04420	Account Planning or Portfolio Preparation	ADV 04420 requires permission of Instructor / Department			3
ADV 04360 or MKT 09200	Integrated Marketing Communication or Principles of Marketing	Pre-reqs. for ADV 04360: PR 06350, ADV 04330			3
JRN 02317	Publication Layout and Design	Pre-req.: 45 s.h.			3
PR 06310	Intro to PR and Advertising Research	Pre-req.: 60 s.h.			3
Subtotal: 21 sh					

UPPER-LEVEL AND CAPSTONE COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
ADV 04332	Media Planning	Pre-reqs.: ADV 04330, ADV 04421			3
ADV 04352	Advertising Strategies	Pre-reqs.: ADV 04375, PR 06310			3
ADV 04434	Adv Campaigns	Pre-req.: ADV 04352; satisfies WI requirement			3
PR 06355	PR/Ad Law and Ethics	Pre-reqs.: ADV 04330, ADV 04375			3
Subtotal: 12 sh					

RELATED ELECTIVES BANK

Select two courses from the following offerings.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	ADV 04355	Advertising Practicum	Pre-req.: 75 s.h.			3
<input type="radio"/>	CMS 04210	Mass Media	Pre-req.: COMP 01112			3
<input type="radio"/>	CMS 04240 or CMS 04241	Small Group Communication or Small Group Communication – WI	Pre-req for CMS 04242: COMP 01112 or ENGR 01201; CMS 04241 Satisfies WI requirement			3
<input type="radio"/>	CMS 04250	Communication Theory	Pre-req.: COMP 01112			3
<input type="radio"/>	CMS 04270	Persuasion and Social Influence				3
<input type="radio"/>	CMS 04370	Political Communication	Pre-reqs.: (COMP 01112 or ENGR 01201) and (POSC 07100 or POSC 07110 or POSC 07200)			3
<input type="radio"/>	CMS 04380	Health Communication	Pre-req.: COMP 01112			3
<input type="radio"/>	JRN 02310	News Reporting I	Pre-req.: JRN 02205			3
<input type="radio"/>	JRN 02312	Feature Writing	Pre-req.: JRN 02310			3
<input type="radio"/>	JRN 02313	Magazine Article Writing	Pre-reqs.: JRN 02310 or JRN 02210 or PR 06301 or WA 01300 with a grade of C- or better			3
<input type="radio"/>	JRN 02319	Media Ethics	Pre-req.: JRN 02205			3
<input type="radio"/>	JRN 02335	Media Law	Pre-req.: 60 s.h.			3
<input type="radio"/>	MGT06300	Organizational Behavior				3
<input type="radio"/>	PR 06360 or PR 06362	PR/Ad Internship I or PR/Ad Internship II	Pre-reqs.: PR or Advertising major with Major GPA of 2.50; and either: (PR 06301 and PR 06305) or (ADV 04375 and ADV 04421) or ADV 04420			3
<input type="radio"/>	PR 06364	PR/Ad Internship III	Pre-reqs.: PR or Advertising major with Major GPA of 2.50; and either: (PR 06301 and PR 06305) or (ADV 04375 and ADV 04421) or ADV 04420			3
<input type="radio"/>	PR 06354	Impact of PR on the News	Pre-req.: PR 06301 or JRN 02310			3
<input type="radio"/>	RTF03220	Television Industry	Pre-reqs.: COMP 01111 and COMP 01112			3
Subtotal: 6 sh						

