Start a Movement
Welcome to the Meadows School of the Arts! We’re excited that you’re interested in transferring to SMU and majoring in Advertising. Established in 1969, the Meadows School is one of the foremost arts education institutions in the United States. We offer degrees in advertising, art, art history, arts entrepreneurship and arts management, corporate communication and public affairs, creative computation, dance, film and media arts, journalism, music, and theatre.

Meadows is a leader in developing innovative outreach and community engagement programs that challenge its students to make a difference locally and globally by developing connections between art, entrepreneurship and change.

The Temerlin Advertising Institute
Established in 2001, the Temerlin Advertising Institute for Education and Research (TAI) within Meadows is one of the nation’s first endowed advertising programs. TAI trains students to search for unique solutions in advertising, preparing them for work in advertising agencies, media firms, corporate marketing departments and design studios.

TAI affords many opportunities for industry experience through internships, guest lectures, industry field visits, directed study and an annual lecture series. Students may also choose to study abroad.

The TAI Advantage
Located in Dallas, top-five media market
Temerlin faculty members are prominent scholars and industry leaders well-connected with other industry leaders and organizations. As a result, students get relevant content and benefit from important networking contacts. Advertising majors get personal attention in small classes from both full-time faculty and successful industry professionals who teach on a part-time basis.

Alumni
TAI graduates have careers as account executives, account planners, media planners, art directors, copywriters, brand managers and more. Our alumni have gone on to careers with firms including:
- Saatchi & Saatchi / New York
- Mediavest / New York
- McCann Erickson / New York
- DDB / Dallas
- Publicis / Dallas
- The Richards Group / Dallas
- TM Advertising / Dallas
- Tracy Locke Partnership / Dallas
- Brinker International / Dallas
- Neiman Marcus / Dallas
- Univision / Dallas
- Hal Riney & Partners / San Francisco
- Nike / Portland

Internships
Because SMU is in the center of a dynamic top five U.S. media market, TAI is close to dozens of national and global corporations. This allows the Institute to offer its students the optimal blend of theory and practical application of the advertising discipline. Students work for real clients and have the opportunity to hone their skills through internships with companies in Dallas and other major markets. Internships offer an opportunity for students to apply the principles learned in various advertising courses at a top advertising agency, design or media firm, branding company, or marketing and public relations organization.

Majoring in Advertising
The B.A. in Advertising allows students to major in advertising and to specialize their knowledge in one of three areas: creative, digital media strategy, or strategic brand management.

The B.A. in Advertising (all specializations) can be completed in a minimum of four semesters (one for prerequisites, plus three to four for major courses). Each of the three specializations is a sequence of classes that are referred to as the Foundation; the Practice; the Application; and the Capstone. Students admitted to the B.A. in Advertising (any specialization) must take these courses in sequence to be able to complete the major in one and a half to two years.

Transfer students who enter SMU in a fall semester will apply for the major during the following spring semester. It will take an additional three semesters after admission to the major to complete the degree.

Advertising Specializations
There are three specializations in Advertising:
- B.A. in Advertising- Creative Specialization
  Prepares students for careers in art direction or copywriting
- B.A. in Advertising - Digital Media Strategy Specialization
  Prepares students for careers as digital producers, digital strategists, content managers, and media specialists
- B.A. in Advertising - Strategic Brand Management Specialization
  Prepares students for careers as account, brand, or project managers, planners/strategists, consumer insight experts, event and promotion specialists, as well as specialists in new business development.

Minoring in Advertising
There are two minors within TAI. The minor in advertising offers students an overview of the social, economic and marketing environments in which advertising functions. The minor in graphic design provides a basic understanding and development of skills necessary for message design across various media.

Preparation for a Smooth Transfer
The following are a few important points to remember:
- The second language requirement of the University Curriculum may be satisfied by 1) transferring two terms of college courses in the same world language, 2) placing out of four terms of world language by taking an SMU placement test or through AP or IB credit, or 3) being literate in a native language other than English.
- SMU accepts AP scores of 4 or 5.
- Work on the University Curriculum prior to transfer is highly encouraged.
- Compare course descriptions found in SMU’s University Catalog (smu.edu/catalogs) to course descriptions at your current institution to maximize your awarded transfer credits.

For more information about transferring to SMU, please go to smu.edu/admission or call 214-768-3417.
Planning a Transfer as an Advertising Major

Advertising Admission Requirements

The application for admission to the B.A. in Advertising is offered once each academic year during the spring term only.

Candidates wishing to enter TAI must complete a two-step process:

**Step One:** Students must complete: ADV 1300 plus at least one specialization introductory course ADV 1321, 1331, or 1341. Preference will be given to students with a combined average of 3.000 or better in all ADV coursework. Students must also be in good academic standing with the University and have a minimum cumulative GPA of 2.000.

Transfer students must have completed equivalent courses and obtained the equivalent cumulative GPA in those courses before they can progress to step two. Students transferring from other universities who have not yet completed the equivalent introductory courses are encouraged to take them during their first semester at SMU.

**Step Two:** Advertising major candidates who have fulfilled or are fulfilling step one must also complete an application for the specialization area in which they are interested. The application process is offered during the spring term only. Students who are not admitted may reapply in the next application period.

Semester Preparation Sequence for Transferring as an Advertising Major

The following sequence of courses is suggested to take in your semesters prior to transferring to SMU as an advertising major. Please note that advertising majors are also required to complete a second major or minor. When choosing courses, please refer to SMU's Undergraduate Catalog at smu.edu/catalogs for major plans and course descriptions that may be used to select/compare courses at your current institution. Texas Common Course Numbers (TCCNS) and SMU course numbers are listed, when available. UC listings refer to SMU's University Curriculum, which all undergraduates are required to complete. Information on Breadth Courses and course listings for the UC is located at smu.edu/theuc. More information about the advertising major may be found at http://www.smu.edu/Meadows/AreasOfStudy/Advertising.

**Bachelor of Arts in Advertising (All Specializations)**

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<tr>
<th>Semester 1</th>
<th>Semester 2</th>
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<tr>
<td><strong>TCCNS</strong></td>
<td><strong>SMU</strong></td>
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<tr>
<td>ENGL 1301</td>
<td>Composition I</td>
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<td>1 hr PE course</td>
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<td>UC Math Course*</td>
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<td>UC Breadth Course - Science w/ lab*</td>
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<td>UC Breadth Course*</td>
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<td>World Language Course**</td>
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<tr>
<td>COMM 2327</td>
<td>Intro to Advertising</td>
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<td>SPCH 1315</td>
<td>Public Speaking</td>
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*A list of UC Breadth Courses is found at smu.edu/transfer under “Prospective Students” and “Pathway Guides.”

**The second language requirement may be satisfied by (1) transferring two terms of college courses in the same world language, (2) placing out of four terms of a world language by taking an SMU placement test or through AP or IB credit, or (3) being literate in a native language other than English.

N/A = no available courses are equivalent to this SMU course.