



SMU

TEMERLIN
ADVERTISING
INSTITUTE

B.A. in Advertising Course Requirements by Semester & Specialization

| Semester Completed In | Specialization | | | Timeline for 2018 Admits |
|---|--|--|--|--|
| | CREATIVE | DIGITAL MEDIA STRATEGY | STRATEGIC BRAND MANAGEMENT | |
| Prerequisites (any prior to/with admission) | ADV 1300 Survey of Advertising (IIC1/BIIC) ADV 1321 Introduction to Creativity (CA1/TBD) | ADV 1300 Survey of Advertising (IIC1/BIIC) ADV 1331 Digital Media Landscapes | ADV 1300 Survey of Advertising (IIC1/BIIC) ADV 1341 Marketing Principles of Advertising* | Fall 2017 |
| General Advertising Elective (any prior to/with or after admission) | ADV 1331 or ADV 1341* | ADV 1321 (CA1/TBD) or ADV 1341* | ADV 1321 (CA1/TBD) or ADV 1331 | Spring 2018 APPLY TO MAJOR |
| Core Courses (any after admission) | ADV 2301 Consumer Behavior** (IIC1/TBD) ADV 2302 Advertising, Society & Ethics (PRIE2/DH&FA) | ADV 2301 Consumer Behavior** (IIC1/TBD) ADV 2302 Advertising, Society & Ethics (PRIE2) | ADV 2301 Consumer Behavior** (IIC1/TBD) ADV 2302 Advertising, Society & Ethics (PRIE2) | Spring or Fall 2019 Spring or Fall 2019 |
| The Foundation (first fall after admission) | ADV 1360 Creative Production ADV 2322 Concepting ADV 3303 Advertising Media ADV 3304 Advertising Research | ADV 2332 Digital Media Strategy 1 ADV 2333 Internet and Mobile Advertising ADV 3303 Advertising Media ADV 3304 Advertising Research | ADV 2342 Strategic Brand Management 1 ADV 2343 International Advertising ADV 3303 Advertising Media ADV 3304 Advertising Research | Fall 2018 |
| The Practice (first spring after admission) | ADV 3305 Business Communication ADV 3322 Portfolio (CA2) ADV 3323 Introduction to Graphic Design | ADV 3305 Business Communication ADV 3332 Digital Media Strategy 2 ADV 3333 Media Measurement & Metrics | ADV 3305 Business Communication ADV 3342 Strategic Brand Management 2 ADV 3343 Advertising Account Planning | Spring 2019 |
| The Application (second fall after admission) | ADV 4106 Professional Seminar*** ADV 4322 Advanced Portfolio ADV 4323 Copywriting (WRIT) | ADV 4106 Professional Seminar*** ADV 4332 Digital Media Strategy 3 ADV 4333 Topics in Digital Media Marketing | ADV 4106 Professional Seminar*** ADV 4342 Strategic Brand Management 3 ADV 4343 Strategic Promotion Management | Fall 2019 |
| Capstone † (second fall or spring after admission) | ADV 4399 Advertising Campaigns | ADV 4399 Advertising Campaigns | ADV 4399 Advertising Campaigns | Fall 2019 or Spring 2020 |

NOTES

*Students double majoring in Business/Marketing can use MKTG 3340 Fundamentals of Marketing

**Students double majoring in Business/Marketing can use MKTG 3343 Consumer Behavior

***Students double majoring in Business/Marketing can use BLI 3302 Business Communications and Leader Development

Courses in The Foundation, The Practice, The Application and Capstone must be taken in the semester indicated to finish the curriculum in 2 years

† Transfer students/select upper classmen will have an opportunity to complete The Application + Capstone semesters concurrently to finish the curriculum in 1.5 years

Admitted students wishing to spread the coursework out over 3 years (6 semesters) can explore this option with TAI