



SMU

TEMERLIN
ADVERTISING
INSTITUTE

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

Semester Completed In	Specialization			Timeline for 2021 Admits
	CREATIVE	DIGITAL MEDIA STRATEGY	STRATEGIC BRAND MANAGEMENT	
Prerequisites/Co-Requisite for Admission	ADV 1300 Survey of Advertising (IIC Breadth) ADV 1321 Introduction to Creativity (CA Breadth)	ADV 1300 Survey of Advertising (IIC Breadth) ADV 1331 Digital Media Landscapes	ADV 1300 Survey of Advertising (IIC Breadth) ADV 1341 Marketing Principles of Advertising*	Spring 2021 (or prior)
Required Introductory Courses (May be taken prior to or after admission)	ADV 1331 and ADV 1341*	ADV 1321 (CA Breadth) and ADV 1341*	ADV 1321 (CA Breadth) and ADV 1331	APPLY TO MAJOR Spring 2021
The Foundation (first fall after admission)	ADV 1360 Creative Production ** ADV 2302 Advertising, Society & Ethics (DH&FA) ADV 2322 Concepting ADV 3304 Advertising Research	ADV 1360 Creative Production ** ADV 2302 Advertising, Society & Ethics (DH&FA) ADV 2332 Digital Media Strategy 1 ADV 3304 Advertising Research	ADV 1360 Creative Production ** ADV 2302 Advertising, Society & Ethics (DH&FA) ADV 2342 Strategic Brand Management 1 ADV 3304 Advertising Research	Fall 2021
The Practice (first spring after admission)	ADV 3303 Advertising Media ADV 3305 Business Communication**** ADV 3322 Portfolio (CA2) ADV 3323 Introduction to Graphic Design	ADV 2301 Consumer Behavior*** ADV 3303 Advertising Media ADV 3305 Business Communication**** ADV 3332 Digital Media Strategy 2	ADV 2301 Consumer Behavior*** ADV 3303 Advertising Media ADV 3305 Business Communication**** ADV 3342 Strategic Brand Management 2	Spring 2022
The Application (second fall after admission)	ADV 4106 Professional Seminar Elective 1 (Suggested: ADV 4322 Advanced Portfolio) Elective 2 (Suggested: ADV 4323 Copywriting (WRIT))	ADV 4106 Professional Seminar Elective 1 (Suggested: ADV 2322 Digital & Mobile Adv. Elective 2 (Suggested: ADV 3333: Media Measurements & Metrics)	ADV 4106 Professional Seminar Elective 1 (Suggested: ADV 2343 International Advertising) Elective 2 (Suggested: ADV 3343 Adv Account Planning)	Fall 2022
Capstone † (second spring after admission)	ADV 4399 Advertising Campaigns ADV 2301 Consumer Behavior*** (if not taken in a prior semester)	ADV 4399 Advertising Campaigns Elective 3 (Suggested: ADV 4333- Topics in Digital Media Mktg)	ADV 4399 Advertising Campaigns Elective 3 (Suggested: ADV 4343 Strategic Promotion Mgmt)	Spring 2023

NOTES

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

** ADV 1360 Creative Production can be taken earlier (no pre-req). CCPA 4338 can be taken for this class.

***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 (5 or 6 semesters) can explore this option with TAI

It is recommended that Creative Specialization students take ADV 2301 Consumer Behavior earlier in their path.