

**LIBERAL STUDIES: Humanities/Social Science** *(Revised April 2010)*

**Advertising in the Workplace Program Sequence B**

Required credits: 21 (12 credits must be earned at RU)

**Introductory Level Courses: 3 credits**

CMS 04210    Mass Media

**Advanced Level Courses: 15 credits**

ADV 04330    Introduction to Advertising

ADV 04331    Print Media Copywriting

ADV 04430    Electronic Media Copywriting

PR 06310    Intro. to PR and Advertising Research

ADV 04360    Integrated Marketing Communication

**Senior Level**

ADV 04432    Media Planning