

Liberal Studies: Advertising in the Workplace

Department of Public Relations and Advertising

Introductory Course:

CMS 04210 Mass Media

Advanced Level Courses:

ADV 04330 Introduction to Advertising

ADV 04331 Print Media

ADV 04430 Electronic Media Copywriting

PR 06310 Introduction to PR/Adv Research

ADV 04360 Integrated Marketing Communication

Senior Level Capstone:

ADV 04432 Media Planning

Total Hours Required = 21 s.h.

(12 credits must be earned at Rowan University)