

# ADVERTISING AND BRANDING, BA

Free Elective	5
<b>Total Hours</b>	<b>180</b>

Code	Title	Hours
Foundation Studies		
FOUN 110	Design Thinking and Process	5
FOUN 111	Sketching and Drawing	5
FOUN 112	Color in Context	5
FOUN 113	Creative Collaboration Lab	5
General Education		
COMM 105	Speaking of Ideas	5
BUSI 110	Business I: Fundamentals	5
MATH 110	Introduction to Statistics and Probability	5
CTXT 121	Visual Culture in Context: Pre-Modern Global Perspectives	5
CTXT 122	Visual Culture in Context: Making Modernities	5
ENGL 123	Ideas to Ink: Critical Concepts in Academic Writing	5
DIGI 130	Digital Communication	5
BUSI 220	Business II: Economic Principles	5
PHIL 301	Aesthetics	5
BUSI 330	Business III: Strategy and Decision-making	5
ARLH or ARTH Elective		5
ARLH or ARTH Elective		5
ENGL Elective		5
ENGL Elective		5
General Education Elective		5
General Education Elective		5
General Education Elective		5
Mathematics/Natural Sciences Elective		5
Major Curriculum		
ADBR 150	Introduction to Advertising: Concept to Content	5
ADBR 205	Creative Production for Brand Content	5
GRDS 205	Typography I: Anatomy, Form, and Purpose	5
IDUS 215	Contextual Research Methods	5
ADBR 252	Art Direction: Visual Brand Storytelling	5
ADBR 255	Brand Experiences in Interactive Environments	5
ADBR 304	Copywriting: Inventing the Brand Personality	5
Select one of the following:		5
ADBR 312	Art Direction: Typography and Persuasive Design	5
ADBR 314	Copywriting: Brand Voice Across Platforms	
ADBR 341	Designing the Brand	5
Select one of the following:		5
ADBR 479 Undergraduate Internship		500-level SCADpro Elective
500-level SCADpro Elective		
Business-Focused Elective		
Additional Electives		
Free Elective		5
Free Elective		5
Free Elective		5