

Undergraduate Degree Requirements (AB) Advertising

*Positions in advertising management, media planning and sales,
message development and execution, and research design and analysis*

Students learn about the social and economic order in which advertising operates. The advertising major equips students as analysts, decision-makers, creative thinkers, and planners in advertising and related fields. Graduates work in advertising agencies and related organizations, or in the advertising and marketing communication department of businesses.

MAJOR REQUIREMENTS

- ADPR 3100 or 3100H Principles of Advertising
- ADPR 3110 Advertising Message Strategy
- ADPR 3120 Media Strategy and Activation
- ADPR 3400 ADPR Research: Insights and Analytics
- ADPR 3515 Foundations of Graphic communication
- ADPR 5710 Advertising and communication Management
- ADPR 5750 Social Media Analytics, Listening, and Engagement or ADPR 5760 Digital and Social Communication Strategies
- ADPR 5140 Advertising and Society or JRLC 5040/7040 or JRLC 5040H Law of Mass Communication
- MARK 3001 Principles of Marketing
- ADPR 5740 Advertising and communication Campaigns or ADPR 5741 Integrated ADPR Campaigns

MAJOR ELECTIVES

- **Select courses and credit hours to equal 6 credit hours:**

ADPR 3520: Graphic Communications (3 hrs.)

ADPR 3850: Public Relations (3 hrs.)

ADPR 5010: Advertising Internship* (1 to 3 hrs.)

ADPR 5170: Advanced Studies in Advertising & Public Relations (1 to 3 hrs.)

OR

Choose from other Grady College introductory courses (ADPR, JOUR, or EMST), JRLC, or upper-level NMIX courses

**NOTE: Internships (ADPR 5010) are encouraged but not required. You must be enrolled in Grady College, have completed ADPR 3110 and ADPR 3120, and have an approved internship arranged prior to registering for internship credit.*

GET INVOLVED

For a complete list of Grady student organizations visit the Grady web site (<http://grady.uga.edu/grady-students/>) Also, check out these selected websites for more information:

<https://www.adclubuga.com/>

<http://talkingdogagency.com/>

<http://ugaprssa.org/>