Undergraduate Degree Requirements (ABJ)
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 (24 credit hours)

- ADPR 3100: Principles of Advertising (3 hrs.)
- ADPR 3110: Advertising Message Strategy (3 hrs.)
- ADPR 3120: Media Planning (3 hrs.)
- ADPR 3130: Advertising Research (3 hrs.)
- ADPR 5710: Advertising & Communication Management (3 hrs.)
- ADPR 5740: Advertising & Communication Campaigns (3 hrs.)
- MARK 3001: Principles of Marketing (3 hrs.)

Choose one of the following two courses:

- ADPR 5140: Advertising & Society (3 hrs.)
  OR
- JRLC 5040: Law of Mass Communication (3 hrs.)

MAJOR ELECTIVES (9 credit hours)

- Select courses and credit hours to equal 9 credit hours:
  ADPR 5140: Advertising and Society (if not taken under Major Requirements) (3 hrs.)
  ADPR 3520: Graphic Communications (3 hrs.)
  ADPR 3850: Public Relations (3 hrs.)
  ADPR 5010: Advertising Internship* (1 to 3 hrs.)
  ADPR 5100: Global & Multicultural Advertising (3 hrs.)
  ADPR 5170: Advanced Studies in Advertising & Public Relations (1 to 3 hrs.)
  ADPR 5760: Direct & Interactive Advertising & Communications (3 hrs.)
  ADPR 5790: Advertising Portfolio Seminar (3 hrs.)
  ADPR 5990: Seminar in Advertising & Public Relations (1 to 3 hrs.)
  OR
  Choose from other Grady College introductory courses (ADPR, JOUR, or TELE), JRLC, or upper-level NMIX courses

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*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.

Visit www.uga.edu/adclub to learn about AdClub, UGA’s chapter of the American Advertising Federation.