



School of Communications

BA in Advertising and Marketing

Sample Transfer Course Sequence/Study Abroad

Students should consult with their advisor to determine their plan of study.

Students must take 120 credit hours to graduate with an average of 15 credit hours per semester.

Students with an Associate in Arts (A.A.) from a regionally accredited institution will have fulfilled all of Webster University's general education requirements.

- ADVT 4190 Advertising Research is only offered in the Fall; ADVT 4910 Advertising Campaign is offered only in the Spring. These two courses must be taken in sequence.

Course	Year 1			Year 2		TOT
	FA	SP	SU	FA	SP	
Major Coursework						
MDST 1010 Media Foundations	3					3
MDST 1050 Media Writing	3					3
MDST 2200 Media Ethics			S	3		3
MDST 3300 Media Law, Ethics & Policy			T		3	3
ADVT 1940 Intro to Marketing Comm	3		U			3
PBRL 1010 Fundamentals of PR		3	D			3
ADVT 2350 Intro to Visual Comm	3		Y			3
ADVT 2550 Creative Strategies		3				3
ADVT 2910 Writing for Advertising			A	3		3
ADVT 3500 Visual Communications		3	B			3
MNGT 3510 Advertising		3	R			3
ADVT 4040 Advertising Production			O	3		3
ADVT 4190 Advertising Research			A	3		3
ADVT 4910 Advertising Campaign			D		3	3
MDST 4950 – Internship Or ADVT 4620 Senior Overview					3	3
In-Major Electives	3			3	3	9
Portfolio Review				0		0
Total Credits for Major						54
University Coursework						
GCP Courses						
KEYS 4xxx – Keystone Course		3				3
General Electives (May be in Major)			6			6
Total Credits Per Semester	15	15	6	15	12	63 (120 total credit hours including transfer hours)