

ADVERTISING MASTER'S PROGRAM 2021-2022

Second Summer Session (6 credits):

ADV 611 Strategic Principles and Practices	3
VIS 607 Graphic Design Fundamentals	3

Fall Semester (12 credits):

ADV 604 Seminar in Advertising Practice and Leadership	3
ADV 612 Strategic Brain: Account Planning and Research	3
ADV 613 Strategic Brain: Media Planning	3
Newhouse Elective	3

Spring Semester (12 credits):

COM 697 Advertising & Public Relations Law	3
ADV 615 Creative Brain	3
ADV/ICC 523 Digital Branding and Strategy	3
Newhouse Elective	3

First Summer Session (6 credits):

ADV 625 Integrated Advertising Campaigns	6
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Total Credits for Program: 36

Electives with a focus on branding, data, design, fashion, insights, marketing, research, production, social media, sports promotion, strategy, or video are highly recommended.

- ADV 526 Fashion Advertising and Promotion
- ADV 645 International Advertising
- COM 605 Quantitative Methods for Mass Communications Research
- COM 606 Qualitative Methods for Mass Communication Research
- COM 628 Social Media Strategy and Practice
- COM 634 Trendspotting in Digital Media
- ICC 565 Designing Interactivity
- ICC 606 Applied Research in Content Management
- ICC 625 New Media Business
- SMC 624 The Sports Media Pitch
- TRF 595 Programming and Audience Analysis
- TRF 653 Short-form Production
- TRF 696 Research for Entertainment Media
- VIS 507 Intermediate Design and Production for Non-Majors
- VIS 517 Interactive Fashion Communications

Electives outside of Newhouse are only allowed by petition with the permission of the department chair.