

Integrative Studies: Advertising Field

Course #	Course Name	Pre-Requisites
ADVG 1000	Principles of Advertising & Brand Strategy (<i>previously JOUR 2000</i>)	None
ADVG 1100	Applied Design for Advertising and Public Relations (<i>previously JOUR 3210</i>)	None
ADVG 2000	Digital Advertising Tools & Analytics	None
ADVG 2100	Inclusive Advertising	None
ADVG 3000	Copywriting for Brands (<i>previously JOUR 3050</i>)	ENGL 1310 or TECM 1700, ENGL 1320 or TECM 2700, ADVG 1000, ADVG 2100
ADVG 3010	People-centered Copywriting	ENGL 1310 or TECM 1700, ENGL 1320 or TECM 2700, ADVG 1000, ADVG 2100
ADVG 3100	Advertising Art Direction for Brands (<i>previously JOUR 3055</i>)	ENGL 1310 or TECM 1700, ENGL 1320 or TECM 2700, ADVG 1000 and (ADVG 1100 or ART 3030)
ADVG 3110	Representation in Ad Art Direction	ENGL 1310 or TECM 1700, ENGL 1320 or TECM 2700, ADVG 1000 and (ADVG 1100 or ART 3030)
ADVG 3200	Advertising Account Management (<i>previously JOUR 3070</i>)	ENGL 1310 or TECM 1700, ENGL 1320 or TECM 2700, ADVG 1000, ADVG 2000
ADVG 3220	Social Media Client Partnerships	ENGL 1310 or TECM 1700, ENGL 1320 or TECM 2700, ADVG 1000, ADVG 2000
ADVG 3300	Advertising Strategy & Insights (<i>previously JOUR 3020</i>)	ENGL 1310 or TECM 1700, ENGL 1320 or TECM 2700, ADVG 1000, ADVG 2100
ADVG 3310	Advertising Research and Campaign Evaluation	ENGL 1310 or TECM 1700, ENGL 1320 or TECM 2700, ADVG 1000, ADVG 2100
ADVG 3400	Experiential Advertising and Brand Activations	ENGL 1310 or TECM 1700, ENGL 1320 or TECM 2700, (ADVG 1000 or ART 3030), ADVG 2100
ADVG 3500	Advertising Media Buying and Planning (<i>previously JOUR 3040</i>)	ENGL 1310 or TECM 1700, ENGL 1320 or TECM 2700, ADVG 1000, ADVG 2000
ADVG 3510	Programmatic and Tailored Advertising	ENGL 1310 or TECM 1700, ENGL 1320 or TECM 2700, ADVG 1000, ADVG 2000

If you believe that you have met the prerequisites for a particular course, but you are unable to enroll, contact the Mayborn School of Journalism Advising Office at JOURAdvising@unt.edu.