

Change to advertising curriculum effective fall 2014

Effective fall 2014, MC 4316H-Ad Copy and Layout II is being replaced in the required advertising curriculum with MC 4317-Account Planning. In addition MC 4317 will replace MC 4316H as a prerequisite for MC 4307.

What does this mean for me?

Summer 2014 candidates for graduation

If you are graduating in the summer of 2014 this has no effect on you.

Fall 2014 candidates for graduation

For degree requirements and prerequisites for MC 4307-Ad Campaigns you can have either:
the current curriculum: MC 4316G, MC 4316H, MC 3372

OR

the new curriculum: MC 4316G, MC 3372, MC 4317

Spring 2015 candidates for graduation and beyond

For degree requirements and prerequisites for MC 4307-Ad Campaigns you will need the new curriculum of : MC 4316G, MC 3372, MC 4317

Questions? Please contact your academic advisor