



SMU

TEMERLIN  
ADVERTISING  
INSTITUTE

**B.A. in Advertising Course Requirements by Semester & Specialization**

Semester Completed In	Specialization			Timeline for 2021 Admits
	CREATIVE	DIGITAL MEDIA STRATEGY	STRATEGIC BRAND MANAGEMENT	
<b>Prerequisites/Co-Requisite for Admission</b>	ADV 1300 Survey of Advertising (IIC Breadth) ADV 1321 Introduction to Creativity (CA Breadth)	ADV 1300 Survey of Advertising (IIC Breadth) ADV 1331 Digital Media Landscapes	ADV 1300 Survey of Advertising (IIC Breadth) ADV 1341 Marketing Principles of Advertising*	Spring 2022 (or prior)
<b>Required Introductory Courses</b> (May be taken prior to or after admission)	ADV 1331 and ADV 1341*	ADV 1321 (CA Breadth) and ADV 1341*	ADV 1321 (CA Breadth) and ADV 1331	<b>APPLY TO MAJOR Spring 2022</b>
<b>The Foundation</b> (first fall after admission)	ADV 1360 Creative Production ** ADV 2302 Advertising, Society & Ethics (DH&FA) ADV 2322 Concepting ADV 3304 Advertising Research	ADV 1360 Creative Production ** ADV 2302 Advertising, Society & Ethics (DH&FA) ADV 2332 Digital Media Strategy 1 ADV 3304 Advertising Research	ADV 1360 Creative Production ** ADV 2302 Advertising, Society & Ethics (DH&FA) ADV 2342 Strategic Brand Management 1 ADV 3304 Advertising Research	Fall 2022
<b>The Practice</b> (first spring after admission)	ADV 3303 Advertising Media ADV 3305 Business Communication**** ADV 3322 Portfolio (CA2) ADV 3323 Introduction to Graphic Design	ADV 2301 Consumer Behavior*** ADV 3303 Advertising Media ADV 3305 Business Communication**** ADV 3332 Digital Media Strategy 2	ADV 2301 Consumer Behavior*** ADV 3303 Advertising Media ADV 3305 Business Communication**** ADV 3342 Strategic Brand Management 2	Spring 2023
<b>The Application</b> (second fall after admission)	ADV 4106 Professional Seminar ADV 4322 Advanced Portfolio Suggested Elective: ADV 4323 Copywriting (WRIT)	ADV 4106 Professional Seminar ADV 2322 Digital & Mobile Adv. ADV 3333: Media Measurements & Metrics	ADV 4106 Professional Seminar ADV 3343 Adv Account Planning ADV 4343 Strategic Promotion Mgmt Suggested Elective: ADV 2343 International Adv	Fall 2023
<b>Capstone†</b> (second spring after admission)	ADV 4399 Advertising Campaigns ADV 2301 Consumer Behavior** (if not taken in a prior semester)	ADV 4399 Advertising Campaigns Suggested Elective: ADV 5301 Topics In Advertising	ADV 4399 Advertising Campaigns	Spring 2024

**NOTES**

- \*Students double majoring in Business/Marketing can use MKTG 3340 Fundamentals of Marketing
- \*\* ADV 1360 Creative Production can be taken earlier (no pre-req). It is suggested that if you are applying to the [Creative Specialization](#) you take this after you are admitted to the program.
- \*\*\*Students double majoring in Business/Marketing can use MKTG 3343 Consumer Behavior
- \*\*\*\*Students double majoring in Business/Marketing can use BLI 3302 Business Communications and Leader Development
- Courses in The Foundation, The Practice, The Application and Capstone must be taken in the semester indicated to finish the curriculum in 2 years
- †Transfer students/select upper classmen will have an opportunity to complete The Application + Capstone semesters concurrently to finish the curriculum in 1.5 years
- Admitted students wishing to spread the coursework out over 3 years (5 or 6 semesters) can explore this option with TAI
- It is recommended that Creative Specialization students take ADV 2301 Consumer Behavior earlier in their path.