Duquesne Media – Ad/PR Major - Advertising Focus (15 credits)

- **ADPR 220** Advertising in Strategic Media Fall
- **ADPR 340W** Writing for Advertising and Copywriting Fall
- **ADPR 422** Ad Strategies & Case Studies Prereqs: JMA 220 OR 340W Spring
- **ADPR 419** Ad Campaigns (CAPSTONE) Prereqs: ADPR 220 and ADPR 340W and ADPR 422 and ADPR 467 (or with permission of the professor) Spring
- **ADPR 467** Media Research Methods Fall
- **MDIA 140** Media Literacy Fall & Spring
- **MDIA 260** New Media Production Fall & Spring
- **MKTG 271** Introduction to Marketing Fall & Spring
- **MDIA 465W** Media Ethics Fall & Sp
- **MDIA 473** Media Law and Regulation Fall & Sp
- **Media Elective** e.g., DMA 405 Graphic Design Process Prereqs: MDIA 260 Fall

*Note: Course selection must include a Media Elective.*