Course Sequence and Prerequisites
Advertising Track
MCOM Requirements (15 units) + Advertising Track Requirements (21 units)
(Updated March 2016)

A. Required Course Sequence I – IV (18 units)  Prerequisites (all with C or better grade)*

I. MCOM 101 Introduction to Mass Communication (3)

II. MCOM 214 Principles of Advertising (3)
    MCOM 256 Writing for the Media (3)  MCOM 101/102 and COMM 131/132
    MCOM 101/102 and ENGL 102/190

Declare your major in MCOM before moving on to the Level III courses.

III. MCOM 323 Media Planning (3)  MCOM 214 and majors only
    MCOM 325 Advertising Copywriting (3)  MCOM 214, MCOM 256, and Majors only

IV. MCOM 447 Advertising Campaigns (3)  MCOM 323, MCOM 325, and MCOM 390
    Majors only

B. Additional Required Courses (6 units): May be taken at any time with satisfactory prerequisites

MCOM 390 Mass Communication Research (3)  Majors only and junior/senior standing
    and

MCOM 350 Media Law (3)  MCOM 101/102 and junior/senior standing
    or  Majors only
    MCOM 433 Media Ethics (3)  MCOM 101/102 and junior/senior standing
    and  Majors only

C. Advertising Track Electives (6 units): May be taken at any time with satisfactory prerequisites

MCOM 253, 357, 440, 443, 451, 453, and COMM 419
    See the catalogue for required prerequisite for each course

D. MCOM Major Electives (6 units): May be taken at any time with satisfactory prerequisites

MCOM Courses: MCOM 333, 352, 359, 381, 385, 391, 402, 409, 411, 415, 431, 457, 460, 461, 477, 478, 479, 481, or 496
Non-MCOM Courses: COMM 304, 315, 377, EMF 221, IDFA 480
    Or any other courses listed under the electives in the catalogue under which you are enrolled. The list of
    electives differs depending on the catalogue year. Students are strongly encouraged to take courses outside
    the track.

*Prerequisite requirements are subject to change as new curriculum develops. Students are required to follow
    the most up-to-date prerequisite requirements.