

# INDIANA UNIVERSITY SOUTH BEND REQUIREMENTS FOR B.S. DEGREE IN BUSINESS ADVERTISING

The Advertising curriculum provides an educational foundation for those preparing for careers in which advertising may play a major role. Such careers include work in the management of advertising; advertising sales; product management with those firms where strong emphasis is placed on advertising; or specialized areas of copy, layout, design, or production. Employment in these careers may be with advertising departments of manufacturing, distributing, or retailing firms; with media, including television, newspapers, or magazines; with advertising agencies; or with companies dealing in specialized aspects of advertising and sales promotion.

## **I. Fundamental Literacies (25 Credits)**

### **A. Writing (6 Credits)**

\*ENG-W 131 – Elementary Composition

\*ENG-W 232 – Introduction to Business Writing

(Please note additional English preparation courses may be required depending on the placement score. Students are required to take an English Placement Exam to determine if additional courses are needed.)

### **B. Critical Thinking (3 Credits)**

PHIL-P 105 – Thinking and Reasoning

**OR**

PHIL-P 150 – Elementary Logic

### **C. Oral Communication (3 Credits)**

SPCH-S 121 – Public Speaking

### **D. Visual Literacy (3 Credits)**

(Courses TBA)

### **E. Quantitative Reasoning (6 Credits)**

\*MATH-M 118 – Finite Mathematics

\*MATH-M 119 – Brief Survey of Calculus 1 (OR \*MATH-M 215 – Analytic Geometry and Calculus 1)

(Please note additional Math preparation courses may be required before taking MATH-M 118 or MATH-M 119. Students are required to take Math Placement Exam to determine if additional courses are needed.)

### **F. Information Literacy (1 Credit)**

COAS-Q 110 Introduction to Information Literacy

### **G. Computer Literacy (3 Credits)**

\*BUS-K 201 – The Computer in Business

(Recommend CSCI-A 106/7 or INFO-I 101 prior to K 201 for students with limited computer skills.)

## **II. Common Core Courses (15 Credits)**

### **A. The Natural World (3 Credits)**

One course from: AST-N 190, BIOL-N 190, CHEM-N 190, GEOL-N 190, PHYS-N 190

### **B. Human Behavior & Social Institutions (6 Credits)**

PSY-B 190 Psychology Topic AND PSY-B 399 Psychology Topic

**OR**

SOC-B 190 Sociology Topic AND SOC-B 399 Sociology Topic

### **C. Literary & Intellectual Traditions (3 Credits)**

One Course from: CMLT-T 190, ENG-T 190, HIST-T 190, PHIL-T 190, THTR-T 190

### **D. Art, Aesthetics & Creativity (3 Credits)**

One course from: ENG-A 190, FINA-A 190, MUS-A 190, THTR-A 190

## **III. Contemporary Social Values (8 Credits)**

### **A. Non Western Cultures (3 Credits)**

(See Schedule of Classes for designated courses)

### **B. Diversity in U.S. Society (3 Credits)**

(See Schedule of Classes for designated courses)

### **C. Health & Wellness (2 Credits)**

(See Schedule of Classes for designated courses)

## **IV. General Education Electives (8 Credits)**

(Foreign Language highly recommended)

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## Continued

### V. Basic Business and Economics Requirements (40 Credits)

#### A. Pre-Business Core

- \*BUS-A 201 – Introduction to Financial Accounting (or \*Bus-A 205 – Honors version)
- \*BUS-A 202 – Introduction to Managerial Accounting (or \*Bus-A 207 – Honors version)
- \*ECON-E 103 – Introduction to Microeconomics (or \*Econ-S103 – Honors version)
- \*ECON-E 104 – Introduction to Macroeconomics (or \*Econ-S104 – Honors version)
- \*BUS-L 201 – Legal Environment of Business
- \*ECON-E 270 – Introduction to Statistical Theory in Economics and Business

#### B. Business Core

- \*BUS-D 300 – International Business Administration
- \*BUS-F 301 – Financial Management
- \*BUS-K 321 – Management Information Systems
- \*BUS-M 301 – Introduction to Marketing Management
- \*BUS-P 301 – Operations Management
- \*BUS-Z 302 – Managing and Behavior in Organizations
- \*BUS-J 401 – Administrative Policy
- \*BUS-X 310 – Business Career Planning and Placement (1 credit hour)

### VI. Concentration Requirements (21 Credit hours)

- \*BUS-M 303 – Marketing Research
- \*BUS-M 405 – Buyer Behavior
- \*BUS-M 415 – Advertising & Promotion Management
- \*BUS-M 418 – Advertising Strategy

#### Select two:

- \*BUS-M 401 – International Marketing
- \*BUS-M 419 – Retail Management
- \*BUS-M 426 – Sales Management
- \*BUS-M 450 – Marketing Strategy

#### Select one:

- \*ENG-W 203 – Creative Writing
- \*FINA-S 250 – Graphic Design I
- \*JOUR-C 200 – Introduction to Mass Communication

### VII. Electives – Enough to bring the total credit hours to 123

\*Requires a grade of “C” or higher (a C- does not fulfill this requirement)

For more information, please contact the  
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or visit us at [www.iusb.edu/~buse](http://www.iusb.edu/~buse)