



**L E B A N E S E  
I N T E R N A T I O N A L  
U N I V E R S I T Y**

**Major Title:** Advertising  
**Major Code:** ADVR  
**Level:** underGraduate  
**Number Of Credits:** 108  
**Date:** 19-01-2017

**Advertising (ADVR)**

**First Year**

**Fall Semester**

Code	Title	Credits	Prerequisites	Corequisites
COMM220	Rhetoric & Persuasion	3	ENGL151	
COMM200	Introduction to Communication Studies	3	ENGL151	
ARAB200	Arabic Language and Literature	3		
CSCI200	Introduction to Computers	3	ENGL051	
COMM225	Workshop	3	ENGL151	
ENGL201	Composition and Research Skills	3	ENGL151	
<b>Total</b>		<b>18</b>		

**Spring Semester**

Code	Title	Credits	Prerequisites	Corequisites
ENGL251	Communication Skills	3	ENGL201	
	Major Elective	3		
GDES270	Design Software I	3	CSCI200	
COMM265	Performance Theory & Practice	3	COMM200	
COMM285	Theories of Perception	3	ENGL151-COMM200	
	General Education Electives	3		
<b>Total</b>		<b>18</b>		

**Second Year**

**Fall Semester**

Code	Title	Credits	Prerequisites	Corequisites
ADVR300	Advertising Theory & Practice	3	COMM285-BMKT300	
COMM320	Radio-TV Announcing	3	COMM200-ARAB200	
COMM310	Research Methods in Communication Arts	3	COMM285	
	Major Elective	3		
CULT200	Introduction to Arab - Islamic Civilization	3		
COMM205	Introduction to Western Civilization	3	ENGL151-COMM200	
<b>Total</b>		<b>18</b>		

**Spring Semester**

Code	Title	Credits	Prerequisites	Corequisites
ADVR348	Advertising Pitching	3	ADVR300	
COMM300	Media Laws & Ethics	3	COMM285	
COMM330	Media Planning & Audience Analysis	3	COMM285	
ADVR370	Psychology of Advertising	3	ADVR300	
ARTS350	Photography	3	ENGL151	
ADVR350	Advertising Copywriting	3	BMKT300-ADVR300	
<b>Total</b>		<b>18</b>		

**Third Year**

**Fall Semester**

Code	Title	Credits	Prerequisites	Corequisites
COMM400	Media Management	3	COMM285-COMM330	

PREL300	Public Relations Principles & Concepts	3	COMM200	
	Major Elective	3		
ADVR400	Global Advertising	3	ADVR300	
ADVR410	Advertising & Sales Promotion	3	BMKT300-ADVR370	
ADVR390	Branding and Corporate Identity	3	ADVR350	
<b>Total</b>		<b>18</b>		

### Spring Semester

<b>Code</b>	<b>Title</b>	<b>Credits</b>	<b>Prerequisites</b>	<b>Corequisites</b>
ADVR495	Senior Study in Advertising	3	ADVR410	
ADVR485	Advertising Campaign Design	3	ADVR350-ADVR370	
	General Education Electives	3		
ADVR430	Advertising Storyboard	3	ADVR348-ADVR370	
ADVR460	Advertising Creativity	3	ADVR370	
	Major Elective	3		
<b>Total</b>		<b>18</b>		

### Major Elective Courses

<b>Code</b>	<b>Title</b>	<b>Credits</b>	<b>Prerequisites</b>	<b>Corequisites</b>
ADVR470	Advertising Workshop	3	ENGL151	
ARTS200	Foundation Drawing I	3	ENGL151	
ARTS205	Geometry for the Studio	3		
ARTS210	Color Theory - Painting	3	ENGL051	
ARTS250	Foundation Drawing II	3	ENGL151	
ARTS260	Design Fundamentals - 2D	3	ENGL151	
ARTS270	Design Fundamentals - 3D	3	ENGL201	
ARTS280	History of Ancient Art	3		
ARTS320	Rendering and Perspective Techniques	3	CSCI200	
ARTS330	History of Modern Art	3	COMM200	
BMKT300	Marketing Theory and Principles	3	ENGL151-COMM200	
COMM325	Animation Software	3		
JORN200	News Writing & Reporting	3	COMM285-BMKT300	
JORN285	Travel Journalism	3	COMM200-ARAB200	
JORN370	Arabic News Writing & Reporting	3	COMM285	
JORN375	Journalism Workshop	3		
JORN380	Web Journalism	3		
JORN385	Citizen Journalism	3	ENGL151-COMM200	
JORN400	Newspaper & Magazine Writing & Production	3	ADVR300	
JORN440	Reporting of Public Affairs	3	COMM285	
PREL360	Public Relations Practice & Analysis	3	COMM285	
PREL375	Specialized Writing in Public Relations	3	ADVR300	
PREL380	Communication Tools in Public Relations	3	ENGL151	
PREL390	Public Relations & Advertising	3	BMKT300-ADVR300	
PREL415	Public Relations and Marketing	3	COMM285-COMM330	
PREL430	Public Relations Campaign	3	COMM200	
PREL445	Critical Inquiry & Public Relations	3		
PREL480	Public affairs and Public Relations	3	ADVR300	
RATV230	Radio-TV Workshop II	3	BMKT300-ADVR370	
RATV315	Television Production	3	ADVR350	
RATV316	Mobile Media	3	ADVR410	
RATV370	Writing for Radio and TV	3	ADVR350-ADVR370	

RATV425	TV Directing	3		
RATV430	Radio Production	3	ADVR348-ADVR370	
RATV435	Radio-TV News	3	ADVR370	
RTVF340	Script Writing	3		
RTVF400	Talk Show	3		
RTVF410	Art of Film	3		
RTVF425	Documentary Making	3		
RTVF440	Music Production	3		
RTVF493	Video Pre Production	3		
RTVF494	Video Production and Post Production	3		