



First Year					
First Semester			Second Semester		
77-101	University Seminar	1	17-114	General Statistics	3
10-111	Composition I	3	10-112	Composition II	3
	Life Science & Lab	4	51-201	Accounting I	3
20-130	Professional Media Writing	3	34-102	American Government and Politics	3
20-151	Journalism Practicum	1	29-102	Fund of Oral Communication	3
Total Hours		12	Total Hours		15
Second Year					
First Semester			Second Semester		
20-230	Intro to Advertising	3		Fine Arts Requirement	3
33-155/156	American Experiences	3	51-202	Accounting II	3
	Macroeconomics OR Survey of Economics	3		Elective	3
	Social & Behavioral Science	3	20-243	Media Design	3
	Digital Literacy	3	10-220	Introduction to Literature	3
	Adv. Journalism Practicum	2			
Total Hours		17	Total Hours		12
Third Year					
First Semester			Second Semester		
	Physical Science & Lab	4	20-304	Advertising Case Studies	3
20-343	Advanced Media Design	3	53-324	Fund. Of Business Finance	3
20-321	Media Planning & Sales	3	55-430	Sales and Sales Management	3
55-333	Consumer Behavior	3	53-311	Business Law	3
55-330	Principles of Marketing	3		Western Experiences	3
Total Hours		16	Total Hours		15
Fourth Year					
First Semester			Second Semester		
55-438	International Business	3	20-416	Senior Seminar	1
55-332	Promotion	3	54-313	Principles of Management	3
20-333	Social Media Strategies	3		Creative Concepts in Advertising	3
	Global Experiences	3		Electives	8
55-432	Marketing Research	3			
Total Hours		15	Total Hours		15

This sample plan is a supplement to your Degree Audit. Consult your advisor on a regular basis for individual academic planning.



The Northwest Difference

The comprehensive major in **advertising** focuses on the business side of advertising. Students learn about creating and selling advertisements, as well as study marketing, management, consumer behavior and business-focused topics. Faculty ensure students are skilled in the areas of writing, designing, communicating and understanding the impact of the location of a message.

When students graduate, they will be capable of working in marketing or advertising departments of large brand and media companies. They'll have well-rounded business skills focused on marketing, with the specific skill-sets related to planning, buying and creating advertisements.

Profession-Based Learning Experiences

The **Northwest Missourian** is the student-led weekly newspaper covering news on campus and the community of Maryville. The publication is a member of the Associated Collegiate Press Hall of Fame and a winner of multiple individual and team awards each year.

KNWT is the student-produced television station with original programming for the campus and community. KNWT has received multiple nods as a finalist for the College Media Association's Pinnacle Award recognizing it as the top college television station in the nation.

Tower Yearbook is Northwest's student-led yearbook and annually documents campus life. A national leader, the yearbook is an Associated Collegiate Press Hall of Fame member and regular Pacemaker finalist.

The **Michael L. Faust Media Lab** provides an active learning environment that provides students with the newest media tools. It is outfitted with Mac computers, large monitors and multiple flat-screen televisions synced with a Smart Board.

Internships are required with this major. Northwest offers many on-campus internships in addition to opportunities to network and gain internships with regionally and nationally known agencies. Northwest advertising students have landed internships in Missouri, Iowa, Nebraska and across the country at large brand companies, media companies and advertising agencies, such as:

- Cumulus Media
- Barkley Ad Agency
- Sporting Park
- The Knot
- Bozell Ad Agency
- Entercom
- Bushnell
- Bearcat Sports
- Mix 93.3 (Kansas City)