

Advertising Advising Guide

UIS Communication Department

If you want to work in advertising, we should choose from among these classes when offered:

COM 210 Media Writing (if a lower-division student)
and/or COM 312 News Gathering and Writing (if an upper-division student)
COM 236 Introduction to Digital Media
COM 337 Digital Production: Print
COM 338 Digital Production: Web
COM 362 Introduction to Public Relations
COM 404 Media Law and Ethics
COM 405 Editing
COM 425 Intercultural Communication
COM 428 Nonverbal Communication
COM 448 Advertising
COM 462 Writing for Public Relations
COM 463 Organizational Communication
COM 465 Interviewing
COM 468 Persuasion

We also recommend:

COM 273 Principles of Acting
COM 315 Photography I
COM 341 Communication Technologies
COM 352 Basic Video Production
COM 421 Interpersonal Communication
COM 424 Gender Communication
COM 445 Children, Adolescents and Media
COM 445 Multimedia Production and Electronic Imaging
COM 447 Media Criticism
COM 457 Scripting, Producing, Directing
COM 471 Communication Ethics
COM 472 Political Communication in the United States

Note:

All of the above options are classes you may use to fulfill your Communication emphasis hours (16) or non-emphasis hours (8). Please consult the UIS Guide to Programs, the Communication Department website (www.uis.edu/com), your adviser or the department's orange advising sheet to make sure you fulfill all department and university requirements as well.