



Degree Requirements

Advertising

www.integrative.gmu.edu

Description

This business-focused concentration applies an innovative, interdisciplinary approach to the field of advertising. Students combine a thorough analysis of the theoretical concepts of advertising with hands-on experience in the creative arts using a variety of technologies and media. Individual and collaborative projects encourage students to integrate their theoretical and practical expertise, and prepare students for further academic study or careers in marketing, sales, account management, and advertising copywriting or production.

About Integrative Studies/Philosophy

The Bachelor of Arts degree program in integrative studies is based on intensive, interdisciplinary learning communities coordinated with traditional academic programs. The result is an integrated program of study that emphasizes collaboration, experiential learning, and self-reflection. The degree program requires mastery of eight essential competencies: communication, global understanding, group interaction, aesthetic awareness, critical thinking, civic engagement, digital literacy, and well-being.

Learning Communities (24 credits)

Learning communities are interdisciplinary courses that combine different subjects into a single course that is usually 3 or 6 credits. In learning communities, faculty and students explore various ways to understand a topic. Learning communities are structured to help promote a greater sense of identity with an academic community. Hallmarks of Integrative Studies learning communities are team teaching, collaborative projects, emphasis on writing and critical thinking, and opportunity for independent study. They often include experiential learning, either as an integral part of the class or as an optional add on.

Experiential Learning (12 credits)

Experiential learning includes internships, study abroad, community service learning, course field trips, and other field study opportunities. The learning sites may change each semester and are usually off campus. George Mason provides student liability insurance for the experiential learning internship, but students are responsible for their own transportation and health care. Accident and health insurance is available from George Mason.

No more than 24 credits of experiential learning can count toward a student's total credits for graduation.

Required Courses

Coursework in Communication: COMM 202 and NCLC 202 or COMM 260

Coursework in Economics: ECON 103

Coursework in Accounting: ACCT 203

Coursework in Marketing: MKTG 301

Coursework in business: MSOM 301 or MGMT 301; MSOM 302 or MIS 301; MSOM 306 or SOM 301

Coursework in Visual Thinking: INTS 245 or AVT 204

Coursework in Digital Media: INTS 249 or AVT 180

Additionally, students are required to take two courses (6-10 credits) from a pre-approved list of courses in various departments including: Art (AVT), Business (ACCT, BULE, MSOM, MIS, FNAN), or Learning Communities (INTS)

Sample 4-year plan

First Year				Second Year			
Fall Semester		Spring Semester		Fall Semester		Spring Semester	
*INTS 101	6	*INTS Core	6	INTS 202	4	ACCT 203	3
*Western Civ/ History	3	*ENGH 101	3	INTS 245	4	COMM 202	3
*Global Understanding	3	*Social & Behavioral Sci	3	ECON 103	3	INTS 249	4
*Science	3	*Science w/ Lab	4	Elective/Minor	3	Elective/Minor	3
						Elective/Minor	3
Total:	15	Total:	16	Total:	14	Total:	16
Third Year				Fourth Year			
Fall Semester		Spring Semester		Fall Semester		Spring Semester	
MKTG 301	3	MBUS 302	3	MBUS 306	3	MBUS 305	3
MBUS 301	3	INTS 348	3	INTS 490 Internship	4	Elective/Minor	3
INTS 331	4	INTS 390 Internship	4	INTS 3xx/4xx	4	Elective/Minor	3
COMM 375	3	INTS 3xx/4xx	4	INTS 3xx/4xx	4	Elective/Minor	3
Elective/Minor	3					Elective/Minor	3
Total:	16	Total:	14	Total:	15	Total:	15

*these courses also fulfill general education requirements

Advising/Further Information

<http://integrative.gmu.edu/programs/la-ba-ints-adv>

Integrative Studies

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