LEBANESE INTERNATIONAL UNIVERSITY

Major Title: Bachelor of Communication Arts (Advertising)
Major Code: BACAD
Level: underGraduate
Credits: 108 | 05-11-2025

Bachelor of Communication Arts (Advertising) (BACAD)

First Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
ENGL201	Composition and Research Skills	3	ENGL151	
CSCI200	Introduction to Computers	3	ENGL051	
ARAB200	Arabic Language and Literature	3		
COMM220	Rhetoric & Persuasion	3	ENGL151	
COMM225	Workshop	3	ENGL101	
COMM200	Introduction to Communication Studies	3	ENGL101	
Total		18		

Spring Semester

Code	Title	Credits	Prerequisites	Corequisites
ENGL251	Communication Skills	3	ENGL201	
COMM285	Theories of Perception	3	ENGL151-COMM200	
GDES270	Design Software I	3	CSCI200	
JORN285	Travel Journalism	3	COMM200	
COMM265	Performance Theory & Practice	3	COMM200	
	General Education Electives	3		
Total		18		

Second Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
RATV370	Writing for Radio and TV	3	COMM285	COMM320
COMM310	Research Methods in Communication Arts	3	COMM285	
COMM320	Radio-TV Announcing	3	COMM200-ARAB200	
ADVR300	Advertising Theory & Practice	3	COMM200	
PREL300	Public Relations Principles & Concepts	3	COMM200	
CULT200	Introduction to Arab - Islamic Civilization	3		
Total		18		

Spring Semester

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

Third Year				
Fall Semester				
Code	**Title**	**Credits**	**Prerequisites**	**Corequisites**
COMM400	Media Management	3	COMM330	
RATV316	Mobile Media	3	COMM200	
COMM305	Artificial Intelligence and Mass Media	3	COMM285-COMM200	
ADVR410	Advertising & Sales Promotion	3	ADVR370	
ADVR420	New Media in advertising	3	ADVR300	
ADVR390	Branding and Corporate Identity	3	ADVR370	
Total		18		
Spring Semester				
Code	**Title**	**Credits**	**Prerequisites**	**Corequisites**
	General Education Electives	3		
ADVR495	Senior Study in Advertising	3	ADVR410	ADVR485
ADVR460	Advertising Creativity	3	ADVR370	
ADVR485	Advertising Campaign Design	3	ADVR370	
PREL455	Public Speaking	3	PREL300	
ADVR430	Advertising Storyboard	3	ADVR370	
Total		18		