LEBANESE INTERNATIONAL UNIVERSITY

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

Bachelor of Communication Arts (Advertising) (BACAD)

Core Requirements

Code	Title	Credits	Prerequisites	Corequisites
ADVR300	Advertising Theory & Practice	3	COMM200	
ARTS350	Photography	3	ENGL151	
COMM200	Introduction to Communication Studies	3	ENGL101	
COMM220	Rhetoric & Persuasion	3	ENGL151	
COMM225	Workshop	3	ENGL101	
COMM265	Performance Theory & Practice	3	COMM200	
COMM285	Theories of Perception	3	ENGL151-COMM200	
COMM305	Artificial Intelligence and Mass Media	3	COMM285-COMM200	
GDES270	Design Software I	3	CSCI200	
JORN285	Travel Journalism	3	COMM200	
PREL300	Public Relations Principles & Concepts	3	COMM200	
	Total	33		

Major Requirements

Code	Title	Credits	Prerequisites	Corequisites
ADVR348	Advertising Pitching	3	ADVR300	
ADVR350	Advertising Copywriting	3	ADVR300	
ADVR370	Psychology of Advertising	3	ADVR300	
ADVR390	Branding and Corporate Identity	3	ADVR370	
ADVR410	Advertising & Sales Promotion	3	ADVR370	
ADVR420	New Media in advertising	3	ADVR300	
ADVR430	Advertising Storyboard	3	ADVR370	
ADVR460	Advertising Creativity	3	ADVR370	
ADVR485	Advertising Campaign Design	3	ADVR370	
ADVR495	Senior Study in Advertising	3	ADVR410	ADVR485
COMM300	Media Laws & Ethics	3	COMM285	
COMM310	Research Methods in Communication Arts	3	COMM285	
COMM320	Radio-TV Announcing	3	COMM200-ARAB200	
COMM330	Media Planning & Audience Analysis	3	COMM285	
COMM400	Media Management	3	COMM330	
PREL455	Public Speaking	3	PREL300	
RATV316	Mobile Media	3	COMM200	
RATV370	Writing for Radio and TV	3	COMM285	COMM320
	Total	54		

General Education Requirements

Code	Title	Credits	Prerequisites	Corequisites
ARAB200	Arabic Language and Literature	3		
CULT200	Introduction to Arab - Islamic Civilization	3		
ENGL201	Composition and Research Skills	3	ENGL151	
ENGL251	Communication Skills	3	ENGL201	
	Total	12		

General Education Electives				
Code	**Title**	**Credits**	**Prerequisites**	**Corequisites**
	Elective	3		
	Elective	3		
	Elective	3		
	Total	9		