# Curriculum
## Master in Advertising

<table>
<thead>
<tr>
<th>General Requirements (12 credits)</th>
<th>Cr.</th>
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<tr>
<td>THE 211 Introduction to the Bible</td>
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<td>THE 213 Religious Pluralism and Dialogue</td>
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<td>THE 214 Christian Presence in the Middle East</td>
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<td>THE 215 Church Social Teaching</td>
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<td>THE 216 Religion and Politics</td>
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<td>THE 217 Bioethics</td>
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<td>HIS 215 Former Lebanon</td>
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<td>HIS 220 Medieval Lebanon</td>
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<td>HIS 225 Modern Lebanon</td>
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<td>HIS 230 Contemporary Lebanon</td>
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<td>ENG 240 English Language and Communication</td>
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<tr>
<td>MTR 211 Techniques and Information Resources (Fr)</td>
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<td>MTR 213 Techniques and Information Resources (Eng)</td>
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<tr>
<td>SPT 201 Basketball</td>
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<td>SPT 202 Football</td>
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<td>SPT 204 Tennis</td>
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<td>SPT 205 Table Tennis</td>
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<td>SPT 206 Dance</td>
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<td>SPT 207 Chess</td>
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<td>SPT 209 Swimming</td>
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<thead>
<tr>
<th>Common Core (15 credits)</th>
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<tr>
<td>ARC 205 Elements and Composition</td>
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<td>ARC 206 2-3D Representation</td>
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<td>ARC 207 Forms, Orders and Structures</td>
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<tr>
<td>ARI 211 Drawing and Sketch I</td>
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<tr>
<td>ARI 212 Drawing and Sketch II</td>
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<td>ARI 241 General History of Art</td>
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<td>ARS 213 Chromatology</td>
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<table>
<thead>
<tr>
<th>Common Courses of Specialization (49 credits)</th>
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<tbody>
<tr>
<td>AGP 201 Graphic Arts and Advertising Project I</td>
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<tr>
<td>AGP 202 Graphic Arts and Advertising Project II</td>
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<td>AGP 203 Graphic Arts and Advertising Sketch</td>
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<td>AGP 210 Basics of Typography</td>
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<td>AGP 211 Typography (Editing)</td>
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<td>AGP 213 Illustration I</td>
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<td>AGP 221 Advertising</td>
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<td>AGP 222 CAP I</td>
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<td>AGP 310 Comics</td>
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<td>AGP 320 Communication et Persuasion</td>
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<td>AGP 322 CAP II</td>
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<td>AGP 331 Artistic Direction</td>
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<td>AGP 340 General Culture</td>
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<td>AGP 342 History of Graphic Arts and Advertising</td>
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<td>AGP 420 Communication, Perception and Behavior</td>
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<td>AGP 430 Advertising Photography</td>
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<td>AGP 445</td>
<td>Communication</td>
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<tr>
<td>AGP 500</td>
<td>Seminar of Graphic Arts and Advertising</td>
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<td><strong>Courses of Specialization (DES in Advertising - 57 credits)</strong></td>
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<tr>
<td>PUB 301</td>
<td>Advertising Project I</td>
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<td>PUB 302</td>
<td>Advertising Project I II</td>
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<td>Advertising Sketch I</td>
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<td>Advertising Strategy</td>
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<td>PUB 324</td>
<td>Advertising Concept</td>
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<td>PUB 401</td>
<td>Advertising Project III</td>
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<td>PUB 402</td>
<td>Advertising Project IV</td>
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<td>PUB 403</td>
<td>Advertising Sketch I II</td>
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<td>PUB 421</td>
<td>Media Planning</td>
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<td>PUB 423</td>
<td>Copywriting I (French)</td>
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<td>Copywriting II (English)</td>
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<td>PUB 425</td>
<td>Copywriting III (Arabic)</td>
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<td>PUB 432</td>
<td>Storyboard</td>
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<td>PUB 434</td>
<td>Filming and Editing</td>
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<td>PUB 501</td>
<td>Advertising Project V</td>
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<td>STG 550</td>
<td>Professional Internship Training</td>
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<td><strong>Faculty Electives (min 27 cr. - max 28 cr.)</strong></td>
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<tr>
<td>AGP 251</td>
<td>Painting I</td>
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<td>AGP 252</td>
<td>Painting II (Mixed Media)</td>
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<td>AGP 313</td>
<td>Illustration II</td>
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<td>AGP 323</td>
<td>Basic Animation</td>
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<td>AGP 413</td>
<td>Illustration III</td>
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<td>AGP 422</td>
<td>CAP III</td>
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<td>AGP 433</td>
<td>Oriental Semiotics</td>
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<td>AGP 452</td>
<td>Graphic Arts and Advertising Law</td>
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<td>AGP 522</td>
<td>CAP IV (Web Design)</td>
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<td>Volume I (Modeling)</td>
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<td>ARI 116</td>
<td>Plastic Expression</td>
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<td>ARI 209</td>
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<td>Drawing and Sketch III</td>
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<td>ARS 306</td>
<td>Engraving I</td>
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<td>Technical English</td>
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<td>AVC 203</td>
<td>Music and Thematic of the Film</td>
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<td>PHO 224</td>
<td>Laboratory Theory and Shooting I</td>
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<td>Slideshow I</td>
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<tr>
<td>RCH 341</td>
<td>Multidisciplinary Workshop</td>
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