Advisor: _____

Name: _____
Date admitted into Major: _____
Transfer credits: _____

BACHELOR OF SCIENCE
COMMUNICATIONS

ADVERTISING COMMUNICATIONS CONCENTRATION

GENERAL EDUCATION CORE REQUIREMENTS

Competencies

- ❑ Basic College Math
- ❑ Reading Comprehension
- ❑ Computer Literacy

ENG	101	Composition I	3	_____
ENG	102	Composition II	3	_____
SPC	101	(Public Speaking)	3	_____
SFL	____	(Health)	3	_____
SFL	____	(Activity)	.5	_____
SFL	____	(Activity)	.5	_____

Distribution Sequences (18-20 credits)

____	____	(Lab Science I)	3-4	_____
____	____	(Lab Science II)	3-4	_____
HIS	101	History of World Civilization I	3	_____
HIS	102	History of World Civilization II	3	_____
____	____	(Literature I)	3	_____
____	____	(Literature II)	3	_____

Distribution Electives (18 credits)

Among the distribution electives, the student must earn at least 3 but no more than 9 additional semester hours in each of the three divisions.

Humanities (Division I)

____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____

Science/Mathematics (Division II)

____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____

Social Sciences (Division III)

____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____

(Note: Courses allowable as distribution electives are marked DI, DII, or DIII in the College Catalog.)

QUANTITATIVE (Q)_____ DIVERSITY (V)_____ WRITING (W)_____

COURSES IN MAJOR (42 credits total)

Major Core Courses (27 credits)

COM	201	Intro. to Communications	3	_____
COM	202	Writing for Media	3	_____
COM	205	Computer Prod. in Communications	3	_____
COM	300	Research Methods in Communications	3	_____
COM	309	Editing	3	_____
COM	320	Principles of Advertising	3	_____
COM	321	Print Copywriting	3	_____
COM	412	Advertising Case Studies	3	_____
COM	421	Copywriting for Electronic Media	3	_____

Major Electives (9 credits)

Choose three of these courses:

COM	210	Communication Technology	3	_____
COM	305	Law & Ethics	3	_____
COM	315	Communication Theory	3	_____
COM	316	Global Communications	3	_____
COM	335	Writing for Corporations	3	_____
COM	349	Principles of Public Relations	3	_____
COM	410	Direct Response Writing	3	_____
COM	416	Advertising Campaigns	3	_____
COM	495	Special Topics Seminar	3	_____

Major Capstone Courses (6 credits)

COM	503	Seminar in Communications	3	_____

Choose one of these courses:

COM	501	Practicum in Communications	3	_____
COM	502	Communications Lab Practicum	3	_____
COM	505	Internship in Communications	3	_____

MINOR: _____(15-18 credits total)

____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____

FREE ELECTIVES (minimum 15 credits total)

____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____
____	____	_____	__	_____

Note: If a course is used to satisfy two or more requirements, (for example, a support course and a distribution elective), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the total credits required for graduation.

■ LEVEL I TO BE COMPLETED IN THE FIRST 30 CREDITS ■ LEVEL II TO BE COMPLETED IN THE FIRST 53 CREDITS ☐ LEVEL III TO BE COMPLETED BEFORE GRADUATION

Exceptions in the timing of courses will be made for transfer students.

Total credits for graduation: 126

Effective:9/06