

College of Liberal Arts & Social Sciences

2013-2014 Mass Communication- Advertising/Public Relations Degree Plan

FIRST YEAR - FRESHMAN

Fall Semester

UNIV 1001 * Freshman Seminar
ENG 1113 * Freshman Composition I
MATH 1-13 * Mathematics**
Mathematics 1413 Survey of Math RECOMMENDED
---3 Major Elective^^
KIN 2122 * Wellness OR Nutrition FCS 1513
---3 * Humanities-Western Civilization**

15-16 TOTAL HOURS

Spring Semester

ENG 1213 * Freshman Composition II
---3 * Communication** (Computer Literacy)
MIS 1903 Computer Business Applications RECOMMENDED
BIOL 1--4 * Life Science**
COMM 1733 Introduction to Mass Media
COMM ---3 * Communication** (Speech)

16 TOTAL HOURS

SECOND YEAR - SOPHOMORE

Fall Semester

PS 1113 * United States Government
---3 * Humanities-Cultural/Human Diversity**
COMM 3823 Introduction to Advertising
COMM 3343 Digital Publishing
---4 Elective

16 TOTAL HOURS

Spring Semester

HIST 24-3 * United States History Survey**
---3 * Humanities - Social Sciences**
1--4 * Physical Science**
COMM 2733 Writing for Media
COMM 3843 Advertising Copy and Layout

16 TOTAL HOURS

THIRD YEAR - JUNIOR

Fall Semester

---3 * Humanities and Social Sciences**
UNIV 3001 * General Education Seminar
COMM 3893 Introduction to Public Relations
---3 Major Elective****
---6 Elective

16 TOTAL HOURS

Spring Semester

COMM 3853 Media Ethics and Law
COMM 4813 Public Relations Writing
---9 Major Elective****

15 TOTAL HOURS

FOURTH YEAR - SENIOR

Fall Semester

COMM 4712 Professional Internship
---9 Major Elective****
---3 Elective

14 TOTAL HOURS

Spring Semester

COMM 4611 Senior Portfolio in Mass Comm
---3 Major Elective****
---6 Elective
---6 Elective

16 TOTAL HOURS

TOTAL DEGREE PLAN HOURS 124

*General Education Requirement

**See current catalog "General Education Requirements" for selection

***No Minor Required/Electives (25 hours)

****See current catalog for list of required major electives