#### MCOM PROCESS Electives (18 hrs):

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>ADV 3310</td>
<td>Principles of Advertising</td>
</tr>
<tr>
<td>COMS 1300</td>
<td>Intro to Communication Studies</td>
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<tr>
<td>COMS 1301</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>COMS 2310</td>
<td>Communication and Pop Culture</td>
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<tr>
<td>COMS 3301</td>
<td>Communication Theory</td>
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<tr>
<td>COMS 3320</td>
<td>Media, Technology, and Society</td>
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<tr>
<td>COMS 3335</td>
<td>Nonverbal Communication</td>
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<tr>
<td>CMI 3308</td>
<td>Visual Communications</td>
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<tr>
<td>JOUR 2300</td>
<td>Principles of Journalism</td>
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<tr>
<td>MCOM 3300</td>
<td>Theories of Media &amp; Communication</td>
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<tr>
<td>PR 2310</td>
<td>Principles of Public Relations</td>
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#### MCOM AUDIENCE Electives (18 hrs):

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<tbody>
<tr>
<td>ADV 3318</td>
<td>Adv Research &amp; Consumer Insights</td>
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<tr>
<td>ADV 4313</td>
<td>International Advertising</td>
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<tr>
<td>COMS 3302</td>
<td>Communication Research</td>
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<td>COMS 3332</td>
<td>Intercultural Communication</td>
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<tr>
<td>CMI 3355</td>
<td>Ethnicity, Race, Gender in Media</td>
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<td>CMI 3358</td>
<td>International CMI</td>
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<td>CMI 3375</td>
<td>Digital Gaming Culture</td>
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<td>JOUR 3370</td>
<td>Global Journalism</td>
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<tr>
<td>MCOM 3380</td>
<td>Research Methods in Media &amp; Comm.</td>
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<tr>
<td>PR 4351</td>
<td>International Public Relations</td>
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#### MCOM APPLIED Electives (21 hrs):

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<tr>
<td>ADV 3350</td>
<td>Sports Advertising</td>
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<td>ADV 4330</td>
<td>Advertising Sales</td>
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<td>COMS 3313</td>
<td>Persuasion</td>
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<td>COMS 3315</td>
<td>Political Campaign Communication</td>
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<td>COMS 3321</td>
<td>The Rhetoric of Film</td>
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<td>COMS 3355</td>
<td>Communication in Organizations</td>
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<td>CMI 3340</td>
<td>Commercial Practice in CMI</td>
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<td>JOUR 3355</td>
<td>Media Ethics</td>
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<td>JOUR 4330</td>
<td>Public Opinion and Propaganda</td>
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<td>MCOM 3320</td>
<td>Media &amp; Communication Law</td>
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<td>PR for Nonprofits</td>
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<td>PR 3353</td>
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