

**CORE CURRICULUM & GRADUATION REQUIREMENTS**

ENGL 1301, 1302	6-hours	LIFE AND PHYSICAL SCIENCES	8-hours
HIST 2300, 2301 or 2310	6-hours	LANGUAGE, PHILOSOPHY & CULTURE	3- hours
POLS 1301, 2306	6-hours	Fulfilled with MCOM 2330 or other approved course	
CREATIVE ARTS	3-hours	SOCIAL AND BEHAVIORAL SCIENCES	3- hours
Fulfilled with MCOM 2301 or other approved course		Fulfilled with MCOM 1300	
ORAL COMMUNICATION	3-hours	FOREIGN LANGUAGE/GLOBAL COMMUNICATION	9 -hours
Fulfilled with MCOM 2310 or other approved course		Partially fulfilled with MCOM 2350	
MULTICULTURAL	3-hours	MATH AND LOGICAL REASONING	6-hours
Fulfilled with MCOM 2350		Partially fulfilled with MATH 2300 or MATH 2345	

ADVERTISING MAJOR (36-hours)

MATH 2300 STATISTICAL METHODS <u>OR</u>	ADV 3312 ADV WRITING
MATH 2345 INTRO. TO STATISTICS WITH APPLICATION TO BUSINESS	ADV 3318 ADV RESEARCH AND CONSUMER INSIGHTS
MCOM 1300 FOUNDATIONS OF MEDIA & COMMUNICATION	ADV 3320 ADV AND SOCIETY
MCOM 1301 INTRO. TO DIGITAL & SOCIAL MEDIA	ADV 3351 ADV MEDIA PLANNING
MCOM 2320 WRITING FOR MEDIA & COMMUNICATION	ADV 3361 ADV DESIGN AND BRANDING
MCOM 2350 COMMUNICATING IN A GLOBAL SOCIETY	ADV 4312 ADV CAMPAIGNS
ADV 3310 PRINCIPLES OF ADVERTISING	

GROUP A ELECTIVES (9-hours)

ADV 3330 ADV THEORY	ADV 4301 SPECIAL TOPICS IN ADV
ADV 3340 INTERNET AND NEW MEDIA ADV	ADV 4304 ADVANCED CREATIVE STRATEGIES
ADV 3390 INTERNSHIP IN ADV	ADV 4330 ADV SALES
ADV 4000 SPECIAL PROJECTS IN INTEGRATED COMS	ADV 3350 SPORTS ADV
ADV 4300 INDIVIDUAL STUDY IN ADV	ADV 4313 INTERNATIONAL ADV

GROUP B ELECTIVES (12-hours)

CMI 2310, 3308, 3315, 3333, 3335, 3380, 4301, 4315	JOUR 3317, 4301
COMS 1301, 3313, 3315, 3334, 3335, 3353	MCOM 2301, 2330, 3300, 3320, 3303
PRSC 2310, 3311, 3312, 3341, 3351, 3352, 4301	PHOT 2310, 3310, 3330

GROUP C ELECTIVES (10-hours) OR MINOR (18 to 21-hours)

BA 3301, 3304, 3305	ART 1302, 1303, 1309, 2309, 3325	THA 2301, 2303
RRP 1100, 4100	PFP 3301	ADV 1100 <u>OR</u> MCOM 1100
ECO 2305	PSY 1300, 2304, 3306	IS 1100
SOC 1301	ENGL 2305, 2307, 2308, 2311, 2351, 2388, 3365	

The above are suggested guidelines for registration. There is a minimum of 120 hours required for this degree. There is a minimum of 40 Jr/Sr level hours required for this degree.