



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	
		MATH AND LOGICAL REASONING	6-hours
		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 4412	ADV CAMPAIGNS
ADV 3310	PRINCIPLES OF ADVERTISING		

GROUP A ELECTIVES (9-hours)

ADV 4306	ADV TYPEFACE APPRECIATION	ADV 4300	INDIVIDUAL STUDY IN ADV
ADV 4320	INTEGRATED BRAND MANAGEMENT	ADV 4301	SPECIAL TOPICS IN ADV
ADV 3330	ADV THEORY	ADV 4304	ADVANCED CREATIVE STRATEGIES
ADV 3340	INTERNET AND NEW MEDIA ADV	ADV 4330	ADV SALES
ADV 3390	INTERNSHIP IN ADV	ADV 3350	SPORTS ADV
ADV 4000	SPECIAL PROJECTS IN INTEGRATED COMS	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.