



**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	<b>Fulfilled with MCOM 2330 or other approved course</b>	
CREATIVE ARTS	3-hours	SOCIAL AND BEHAVIORAL SCIENCES	3-hours
<b>Fulfilled with MCOM 2301 or other approved course</b>		<b>Fulfilled with MCOM 1300</b>	
ORAL COMMUNICATION	3-hours	FOREIGN LANGUAGE/GLOBAL COMMUNICATION	9-hours
<b>Fulfilled with MCOM 2310 or other approved course</b>		<b>Partially fulfilled with MCOM 2350</b>	
MULTICULTURAL	3-hours	MATH AND LOGICAL REASONING	6-hours
<b>Fulfilled with MCOM 2350</b>		<b>Partially fulfilled with MATH 2300 or MATH 2345</b>	

**ADVERTISING MAJOR (36-hours)**

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

**GROUP A ELECTIVES (9-hours)**

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

**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 3300, 3320, 3303
PR 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	ENGL 2305, 2307, 2308, 2311, 2351, 2388, 3365
ECO 2305	PFP 3301
RRP 1100, MCOM 1100, ADV 1100	PSY 1300, 2304, 3306
SOC 1301	ART 1302, 1303, 2309, 3325
THA 2301, 2303	

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