

College of Liberal Arts & Social Sciences

2009-2010 Mass Communication- Advertising/Public Relations

FIRST YEAR - FRESHMAN

<u>Fall Semester</u>	<u>Spring Semester</u>
UNIV 1001 * Freshman Seminar	ENG 1213 * Freshman Composition II
ENG 1113 * Freshman Composition I	---3 * Communication** (Computer Literacy)
COMM 1113 * Fundamentals of Speech or COMM 2253 Communications in the Workplace	<i>CMPS 1513 Computer Literacy RECOMMENDED</i>
MATH 1-13 * Mathematics**	KIN 2122 * Wellness Or Nutrition FCS 1513
<i>Mathematics 1413 Survey of Math RECOMMENDED</i>	COMM 2733 Writing for Media
COMM 1733 Introduction to Mass Media	COMM 2753 Radio/Audio Production
COMM 1813 Media Equipment	
16 TOTAL HOURS	14 - 15 TOTAL HOURS

SECOND YEAR - SOPHOMORE

<u>Fall Semester</u>	<u>Spring Semester</u>
PS 1113 * United States Government	BIOL 1-14 * Life Science**
1-14 * Physical Science**	---3 * Humanities-Western Civilization**
---3 * Humanities & Social Sciences**	HIST 24-3 * United States History Survey**
COMM 1713 Photography	COMM 3843 Advertising II
COMM 3823 Advertising I	---3 Minor or Elective*** (3 Hours)
16 TOTAL HOURS	16 TOTAL HOURS

THIRD YEAR - JUNIOR

<u>Fall Semester</u>	<u>Spring Semester</u>
---3 * Social Sciences**	UNIV 3001 * General Education Seminar
---3 * Humanities-Cultural/Human Diversity**	COMM 3783 Feature Writing
COMM 1153 Voice & Diction	COMM 4743 Editing & Design
COMM 3873 Video Production I	COMM 4813 Public Relations II
COMM 3893 Public Relations I	---3 Minor or Elective*** (3 Hours)
	---3 Required Related Work
	Choose 3 hours from the following: Approved Art, COMM 4883 or COMM 3133, 3213 (COMM 3213 Persuasion RECOMMENDED)
15 TOTAL HOURS	16 TOTAL HOURS

FOURTH YEAR - SENIOR

<u>Fall Semester</u>	<u>Spring Semester</u>
COMM 4611 Senior Project in Mass Communication	COMM 3853 Media Ethics & Law
COMM 4733 Contemporary Issues in Mass Communication	---6 Minor or Elective*** (6 hours)
---6 Minor or Elective*** (6 hours)	---6 Minor or Elective*** (6 hours)
---6 Minor or Elective*** (6 hours)	<i>COMM 4713 Professional Internship HIGHLY RECOMMENDED</i>
16 TOTAL HOURS	15 TOTAL HOURS

TOTAL DEGREE PLAN HOURS 124

*General Education Requirement

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

***Minor required (16-21 hours)/Electives (9-14 hours)