College of Liberal Arts & Social Sciences

2008-2009 Mass Communication- Advertising/Public Relations

FIRST YEAR - FRESHMAN

Fall Semester			
UNIV	1001	*	Freshman Seminar
ENG	1113	*	Freshman Composition I
COMM	1113	*	Fundamentals of Speech or COMM 2253 Communications in the Workplace
MATH	1-13	*	Mathematics**
	Mathematics1413 Survey of Math RECOMMENDED		
COMM	1733		Introduction to Mass Media
COMM	1813		Media Equipment
	16		**TOTAL HOURS**

Spring Semester			
ENG	1213	*	Freshman Composition II
	---3	*	Communication** (Computer Literacy)
	CMPSC 1513 Computer Literacy RECOMMENDED		
KIN	2122	*	Wellness Or Nutrition FCS 1513
COMM	2733		Writing for Media
COMM	2753		Radio/Audio Production
	14 - 15		**TOTAL HOURS**

SECOND YEAR - SOPHOMORE

Fall Semester			
PS	1113	*	United States Government
	1-14	*	Physical Science**
	---3	*	Humanities & Social Sciences**
COMM	1713		Photography
COMM	3823		Advertising I
	16		**TOTAL HOURS**

Spring Semester			
BIOL	1-14	*	Life Science**
	---3	*	Humanities-Western Civilization**
HIST	24-3	*	United Stated History Survey**
COMM	3843		Advertising II
	---3		Minor or Elective*** (3 Hours)
	16		**TOTAL HOURS**

THIRD YEAR - JUNIOR

Fall Semester			
	---3	*	Social Sciences**
	---3	*	Humanities-Cultural/Human Diversity**
COMM	1153		Voice & Diction
COMM	3873		Video Production I
COMM	3893		Public Relations I
	15		**TOTAL HOURS**

Spring Semester			
UNIV	3001	*	General Education Seminar
COMM	3783		Feature Writing
COMM	4743		Editing & Design
COMM	4813		Public Relations II
	---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)		
	16		**TOTAL HOURS**

FOURTH YEAR - SENIOR

Fall Semester		
COMM	4611	Senior Project in Mass Communication
COMM	4733	Contemporary Issues in Mass Communication
	---6	Minor or Elective*** (6 hours)
	---6	Minor or Elective*** (6 hours)
	16	**TOTAL HOURS**

Spring Semester		
COMM	3853	Media Ethics & Law
	---6	Minor or Elective*** (6 hours)
	---6	Minor or Elective*** (6 hours)
	COMM 4713 Professional Internship HIGHLY RECOMMENDED	
	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)