

Four-Year Degree Plan for Major in Advertising and Public Relations, Advertising Creative Track

Note that this is a sample four-year plan. There are other course sequences that will allow a student to graduate within four years as long as prerequisite courses are taken in the proper sequence. This sample plan does not guarantee course availability, and adjustments to students' plans may be necessary if they are unable to take specific courses during specific semesters. Students who are placed into lower level AWR, MAT or other prerequisite courses will need to adjust their four-year plans accordingly. Similarly, students who bring in Advanced Placement, Dual Enrollment or transfer credit for courses will need to adjust their four-year plans. A minimum of a 2.0 GPA both overall and in the major is required for graduation. In addition to major requirements, all components of the Baccalaureate Experience must be completed in order to successfully graduate. A student must earn a minimum of 124 credit hours to qualify for the Bachelor of Arts degree in Advertising and Public Relations.

Degree Requirements

First (Freshman) Year - Fall Semester

ART 102	Foundations: Drawing	4
	or	
ART 104	Foundations: 2-D Design	
	or	
FMX 210	Digital Media (A)	
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 232	Visual Literacy (A)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BAC 101	First-Year Seminar I	1
	or	
HON 101	Pathways to Honors 1	
	and	
AWR 101	Writing and Inquiry	4
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	and/or	
	Social Science (Bacc. Exp.)	2-4
Subtotal: 15-17		

First (Freshman) Year - Spring Semester

ART 102	Foundations: Drawing	4
	or	
ART 104	Foundations: 2-D Design	
	or	
FMX 210	Digital Media (A)	
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	

COM 232	Visual Literacy (A)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BAC 102	First-Year Seminar II	1
	or	
HON 102	Pathways to Honors 2	
	and	
AWR 201	Writing and Research	4
	Natural Science (Bacc. Exp.)	3-4
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp.)	2-4
Subtotal: 15-17		

Second (Sophomore) Year - Fall Semester

MAT 155	Finite Mathematics for Liberal Arts	4
	or	
MAT 160	College Algebra	
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp.)	2-4
	and	
ART 102	Foundations: Drawing	4
	or	
ART 104	Foundations: 2-D Design	
	or	
FMX 210	Digital Media (A)	
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 232	Visual Literacy (A)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
Subtotal: 14-16		

Second (Sophomore) Year - Spring Semester

	Humanities / Fine Arts (Bacc. Exp.)	2-4
	and/or	
	Social Science (Bacc. Exp.)	4
	and	
	Natural Science (Bacc. Exp.)	3-4
ART 102	Foundations: Drawing	4
	or	
ART 104	Foundations: 2-D Design	
	or	
FMX 210	Digital Media (A)	
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 232	Visual Literacy (A)	
	or	
COM 283	Principles of Advertising	

COM 284	or Principles of Public Relations	
		Subtotal: 14-16

Third (Junior) Year - Fall Semester

ART 102	Foundations: Drawing	4
	or	
ART 104	Foundations: 2-D Design	4
	or	
FMX 210	Digital Media (A)	
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 232	Visual Literacy (A)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
COM 302	Digital Media for Design and Communication	4
	or	
ART 305	Graphic Design 1	
	and	
COM 383	Writing for Advertising (W)	4
		Subtotal: 16

Third (Junior) Year - Spring Semester

ART 102	Foundations: Drawing	4
	or	
ART 104	Foundations: 2-D Design	
	or	
FMX 210	Digital Media (A)	
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 232	Visual Literacy (A)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
COM 436	Communication and Media Ethics	4
	and	
	Writing Intensive (W) (Bacc. Exp.)	4
	and	
	Advertising Creative Track elective	4
		Subtotal: 16

Fourth (Senior) Year - Fall Semester

COM 470	Communication Research Methods	4
	Writing Intensive (W) (Bacc. Exp.)	4
	Advertising Creative Track elective	4
	Advertising Creative Track elective	4
	or	
	Internship	
		Subtotal: 16

Fourth (Senior) Year - Spring Semester

COM 583	Advertising Campaigns	4
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Advertising Creative Track elective	4
Advertising Creative Track elective	4
Advertising Creative Track elective	4
or	
General elective	
or	
Internship	

Subtotal: 16

Four-Year Degree Plan for Major in Advertising and Public Relations, Public Relations Track

Note that this is a sample four-year plan. There are other course sequences that will allow a student to graduate within four years as long as prerequisite courses are taken in the proper sequence. This sample plan does not guarantee course availability, and adjustments to students' plans may be necessary if they are unable to take specific courses during specific semesters. Students who are placed into lower level AWR, MAT or other prerequisite courses will need to adjust their four-year plans accordingly. Similarly, students who bring in Advanced Placement, Dual Enrollment or transfer credit for courses will need to adjust their four-year plans. A minimum of a 2.0 GPA both overall and in the major is required for graduation. In addition to major requirements, all components of the Baccalaureate Experience must be completed in order to successfully graduate. A student must earn a minimum of 124 credit hours to qualify for the Bachelor of Arts degree in Advertising and Public Relations.

Degree Requirements

First (Freshman) Year - Fall Semester

FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BAC 101	First-Year Seminar I	1
	or	
HON 101	Pathways to Honors 1	
	and	
AWR 101	Writing and Inquiry	4
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	and/or	
	Social Science (Bacc. Exp.)	4
Subtotal: 15-17		

First (Freshman) Year - Spring Semester

FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BAC 102	First-Year Seminar II	1
	or	
HON 102	Pathways to Honors 2	

	and	
AWR 201	Writing and Research	4
	Natural Science (Bacc. Exp.)	3-4
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp.)	2-4
Subtotal: 15-17		

Second (Sophomore) Year - Fall Semester

MAT 155	Finite Mathematics for Liberal Arts	4
	or	
MAT 160	College Algebra	
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp.)	
	and	
FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	4
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
Subtotal: 14-16		

Second (Sophomore) Year - Spring Semester

	Humanities / Fine Arts (Bacc. Exp.)	2-4
	and/or	
	Social Science (Bacc. Exp.)	
	and	
	Natural Science (Bacc. Exp.)	4
FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BUS 101	Introduction to Global Business	4
	or	
COM 301	Introduction to Organizational Communication	
	or	
	Elective (ADPR)	
Subtotal: 14-16		

Third (Junior) Year - Fall Semester

FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	

COM 225	or Media Writing (W)		or Internship	
COM 283	or Principles of Advertising		and ADPR elective	4
COM 284	or Principles of Public Relations		and ADPR elective	4
JOU 221	and Digital Media for Design and Communication	4	or General elective	
FMX 241	or Introduction to Sound, Image and Motion		or Internship	
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				Subtotal: 16
Fourth (Senior) Year - Spring Semester				
COM 315	or Web Design		COM 584 Public Relations Campaigns	4
COM 302	or Digital Media for Design and Communication		ADPR elective	4
COM 384	and Writing for Public Relations (W)	4	ADPR elective	4
	or Writing Intensive (W) (Bacc. Exp. or ADPR/PR Track elective)		or General elective	
	and Humanities/Fine Arts (Bacc. Exp.)	2-4	or Internship	
	or Social Science (Bacc. Exp.)		ADPR elective	4
			or General elective	
			or Internship	
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				Subtotal: 16

Third (Junior) Year - Spring Semester

JOU 221	Multimedia Journalism 1	4		
FMX 241	or Introduction to Sound, Image and Motion			
COM 315	or Web Design			
COM 302	or Digital Media for Design and Communication			
COM 384	and Writing for Public Relations (W)	4		
	or Writing Intensive (W) (Bacc. Exp. or ADPR Track elective)			
COM 436	and Communication and Media Ethics	4		
	or ADPR elective			
	or General elective			
	or Internship			
BUS 101	and Introduction to Global Business	4		
COM 301	or Introduction to Organizational Communication			
	or ADPR elective			
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				Subtotal: 16

Fourth (Senior) Year - Fall Semester

COM 470	Communication Research Methods	4		
	and ADPR elective	4		

Four-Year Degree Plan for Major in Advertising and Public Relations, General Track

Note that this is a sample four-year plan. There are other course sequences that will allow a student to graduate within four years as long as prerequisite courses are taken in the proper sequence. This sample plan does not guarantee course availability, and adjustments to students' plans may be necessary if they are unable to take specific courses during specific semesters. Students who are placed into lower level AWR, MAT or other prerequisite courses will need to adjust their four-year plans accordingly. Similarly, students who bring in Advanced Placement, Dual Enrollment or transfer credit for courses will need to adjust their four-year plans. A minimum of a 2.0 GPA both overall and in the major is required for graduation. In addition to major requirements, all components of the Baccalaureate Experience must be completed in order to successfully graduate. A student must earn a minimum of 124 credit hours to qualify for the Bachelor of Arts degree in Advertising and Public Relations.

Degree Requirements

First (Freshman) Year - Fall Semester

FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BAC 101	First-Year Seminar I	1
	or	
HON 101	Pathways to Honors 1	
	and	
AWR 101	Writing and Inquiry	4
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	and/or	
	Social Science (Bacc. Exp.)	4
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Subtotal: 15-17		

First (Freshman) Year - Spring Semester

FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BAC 102	First-Year Seminar II	1
	or	
HON 102	Pathways to Honors 2	
	and	

AWR 201	Writing and Research	4
	Natural Science (Bacc. Exp.)	3-4
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp.)	2-4
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Subtotal: 15-17		

Second (Sophomore) Year - Fall Semester

MAT 155	Finite Mathematics for Liberal Arts	4
	or	
MAT 160	College Algebra	
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp.)	
	and	
FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	4
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
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Subtotal: 14-16		

Second (Sophomore) Year - Spring Semester

	Humanities / Fine Arts (Bacc. Exp.)	2-4
	and/or	
	Social Science (Bacc. Exp.)	
	and	
	Natural Science (Bacc. Exp.)	4
FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	4
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
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Subtotal: 14-16		

Third (Junior) Year - Fall Semester

JOU 221	Multimedia Journalism 1	4
	or	
FMX 241	Introduction to Sound, Image and Motion	
	or	
COM 315	Web Design	
	or	
COM 302	Digital Media for Design and Communication	
	or	
ART 305	Graphic Design 1	
	and	

COM 383	Writing for Advertising (W)	4
	or	
COM 384	Writing for Public Relations (W)	
	and	
COM 436	Communication and Media Ethics	4
	or	
	ADPR elective	
	or	
	General elective	
	or	
	Internship	
	and	
	Humanities/Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp.)	

Subtotal: 16

Third (Junior) Year - Spring Semester

JOU 221	Multimedia Journalism 1	4
	or	
FMX 241	Introduction to Sound, Image and Motion	
	or	
COM 315	Web Design	
	or	
COM 302	Digital Media for Design and Communication	
	or	
ART 305	Graphic Design 1	
	and	
COM 383	Writing for Advertising (W)	4
	or	
COM 384	Writing for Public Relations (W)	
	and	
COM 436	Communication and Media Ethics	4
	or	
	ADPR elective	
	or	
	General elective	
	or	
	Internship	
	and	
	Humanities/Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp.)	

Subtotal: 16

Fourth (Senior) Year - Fall Semester

COM 470	Communication Research Methods	4
	and	
	ADPR elective	4
	and	
	ADPR elective	4
	and	
	ADPR elective	4
	or	
	General elective	
	or	
	Internship	

Subtotal: 16

Fourth (Senior) Year - Spring Semester

COM 583	Advertising Campaigns	4
	or	

COM 584	Public Relations Campaigns	
	ADPR elective	4
	ADPR elective	4
	or	
	General elective	
	or	
	Internship	
	ADPR elective	4
	or	
	General elective	
	or	
	Internship	

Subtotal: 16